Automotive News 1956 Almanac

THE NEWSPAPER OF THE INDUSTRY

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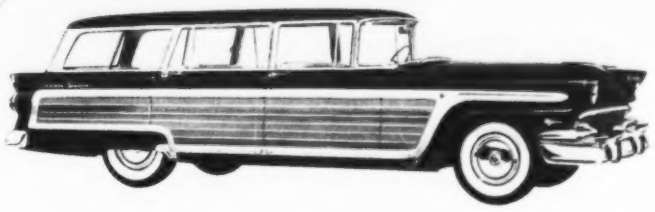
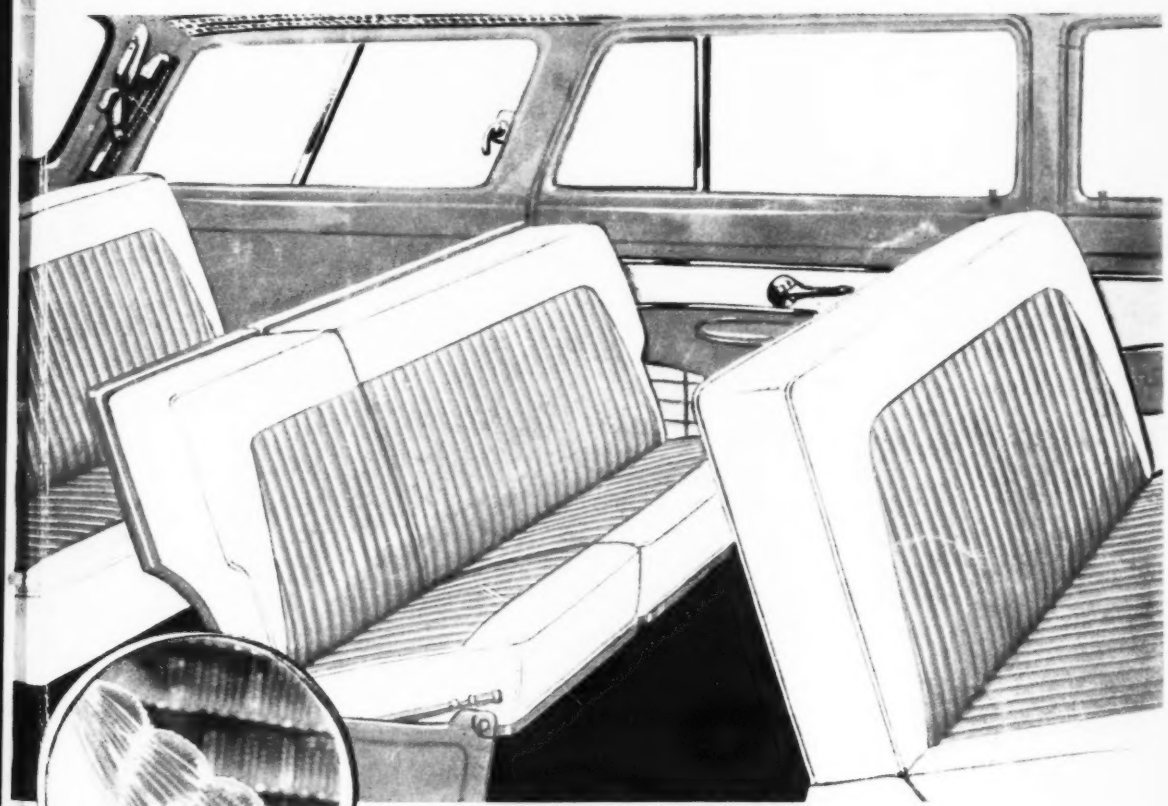
DETROIT



Attractive red and gold pulled upholstery. One of three beautiful, high-style woven plastic color choices in America's most distinguished station wagon—the Ford Country Squire.



Now the **BIG SHIFT**
in original equipment is to
CHICOPEE®
Body Cloth and Headlining Fabrics

CHICOPEE MILLS, INC., **Lumite Division,** 47 Worth Street, New York 13, New York

Twentieth Review and Reference Edition

DETROIT, APRIL 30, 1956

SECOND SECTION

Type "98" oil ring—U. S. patent numbers 2,635,022 and 2,695,825

DESIGNED FOR DUTY!

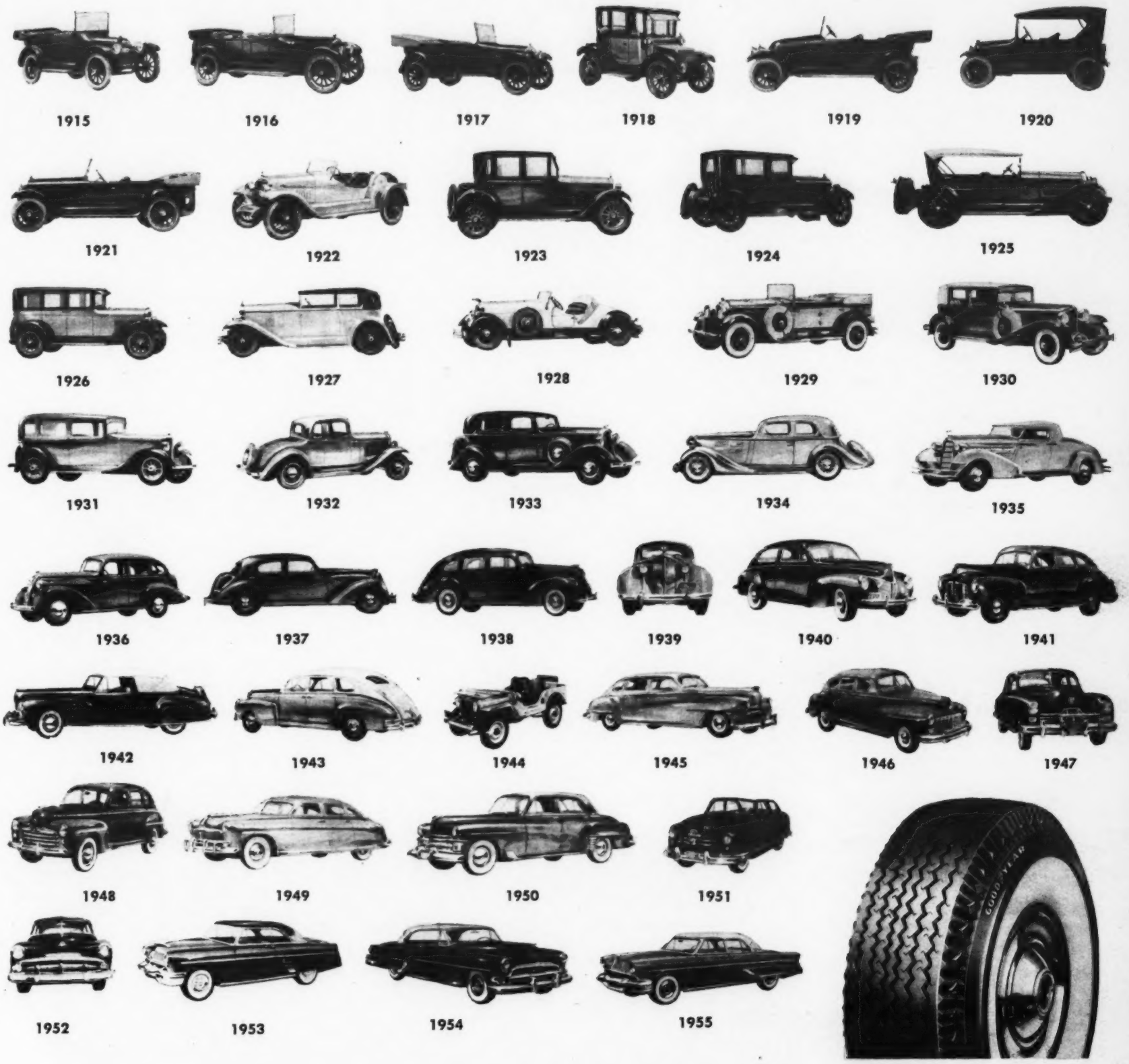
Perfect Circle's top compression ring was specially designed to perform where pressures are greatest, heat is highest, and lubrication poorest. The new Type "98" oil ring with self-expanding spacer assures a uniform seal against the cylinder wall plus a side sealing action on the ring groove. Both the top compression rings and the oil rings are plated with thick, solid chrome that resists wear, more than doubles the life of cylinders, pistons and rings—means thousands of extra miles of sustained power with positive oil control. Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., Toronto, Ontario.

PERFECT CIRCLE

chrome piston rings

The standard of comparison

Again... one of the most remarkable votes of public confidence in the history of American industry



Again in 1956 . . . as in every single year for the past 41 years:

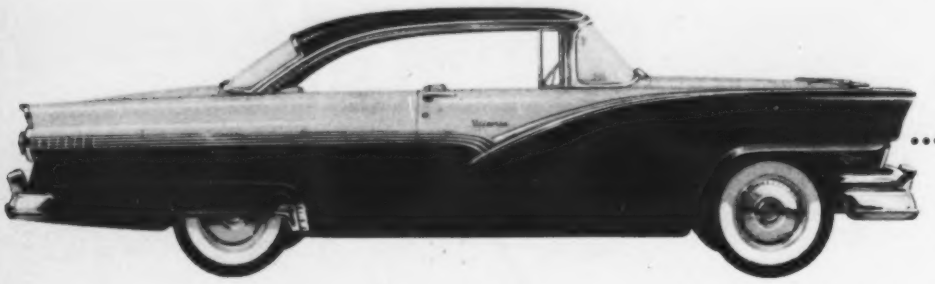
MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!

GOODYEAR TIRES

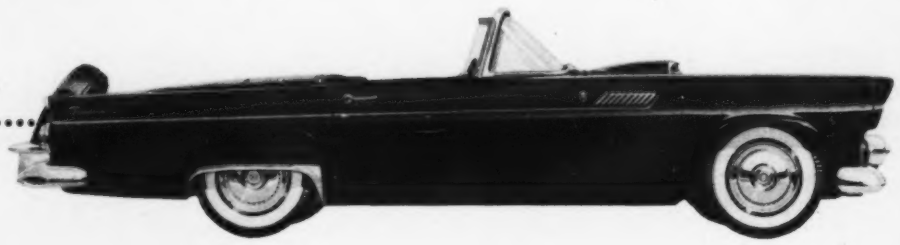
GOODYEAR

Whatever your motoring wishes—you'll find them in one of The Ford Family of Fine Cars

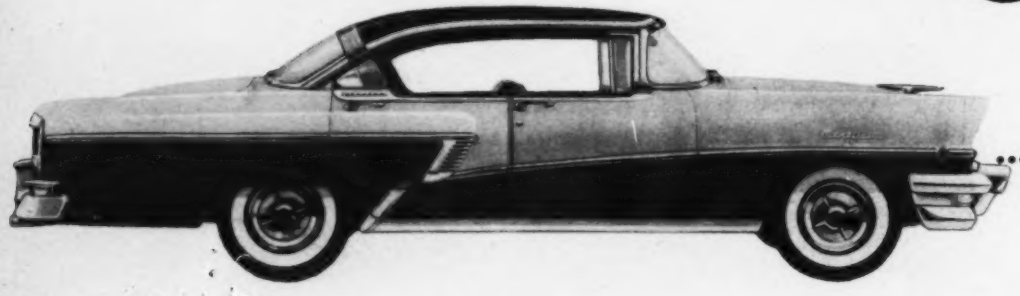
Variety is the spice of life—and that's the way people like their cars. Every year they desire new and different styles, models and colors. Ford knows this—and builds its cars accordingly.



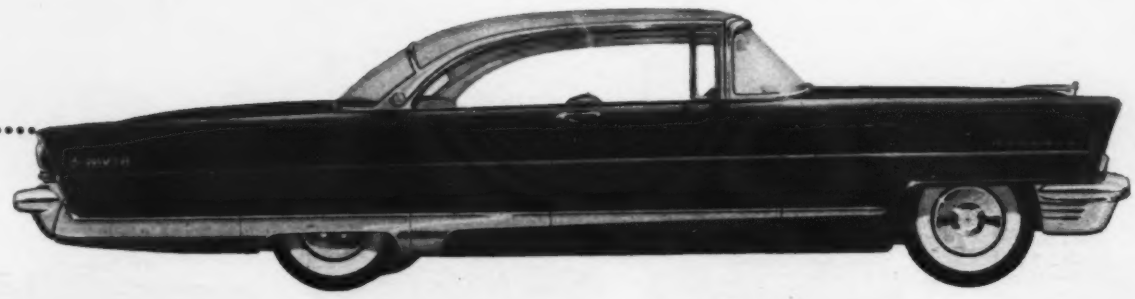
THE FORD
—for years the leader in advanced V-8 power, distinctive styling and outstanding value. The one fine car in its price field.



THE THUNDERBIRD
—*makes* you want to go places. Sleek, low-silhouette styling . . . controlled V-8 power . . . a personal car of great distinction.



THE BIG M MERCURY
—firmly rules the medium-price class with distinctive beauty, power, and superb handling and riding qualities.



THE LINCOLN
—preferred for fine car luxury. A picture of easy-going gracefulness with good highway manners and engineering excellence.

THE CONTINENTAL MARK II
—the very finest of all fine cars—in every respect. Its quiet elegance and precision engineering are for the most discriminating motorist.

FORD MOTOR COMPANY

FORD • THUNDERBIRD • MERCURY • LINCOLN • CONTINENTAL MARK II
FORD TRUCKS • TRACTORS • FARM IMPLEMENTS • INDUSTRIAL ENGINES

Automotive News

1956 ALMANAC

highlights

Selling Album — 1956 New Cars.

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Census of Automotive Firms.

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Complete passenger car registrations.

New-Car Dealer totals by Makes and States.

Detailed directory of the industry.

Automotive News Family Album.

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Farm data—Automotive.

Used-Car prices analysis.

Commercial car registrations.

Monthly production and registrations statistics showing percentage of each month to year's total.

Makers' percentage of year's total new passenger and commercial car registrations.

Production and wholesale value of passenger cars and trucks.

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List of car manufacturers in order of sales volume—in order of percentage of sales.

Automotive News production estimates by makes.

Tire and tube production statistics.

Highway Accidents—types, condition of vehicles, etc.

Taxes paid by car owners.

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Automotive News

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Publisher, 1933-1949

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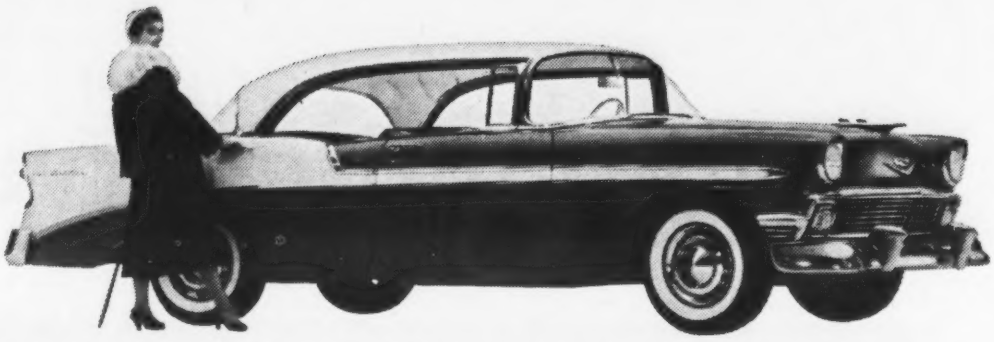
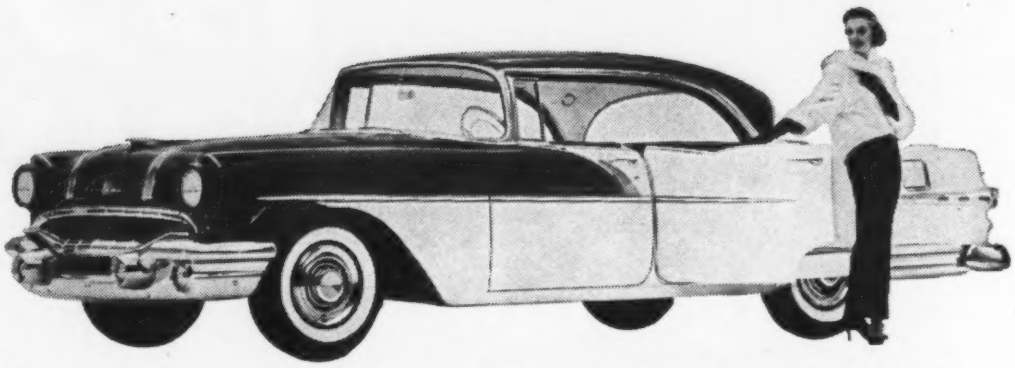
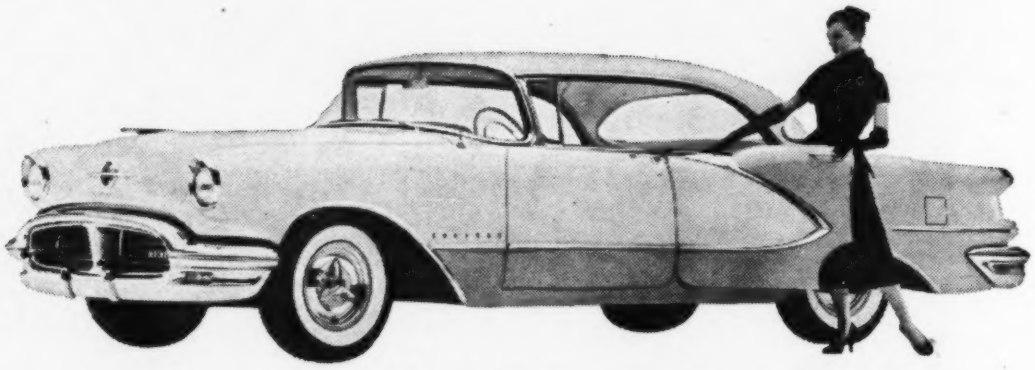
with 4-door hardtops in all five



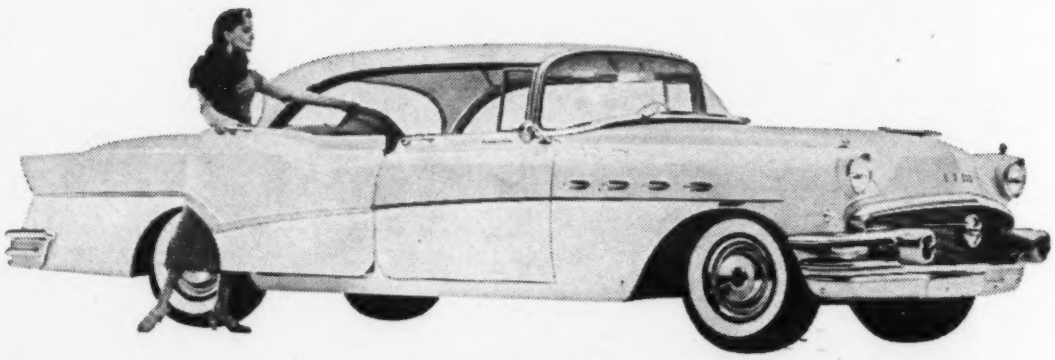
1956 Chevrolet Bel Air 4-Door Sports Sedan



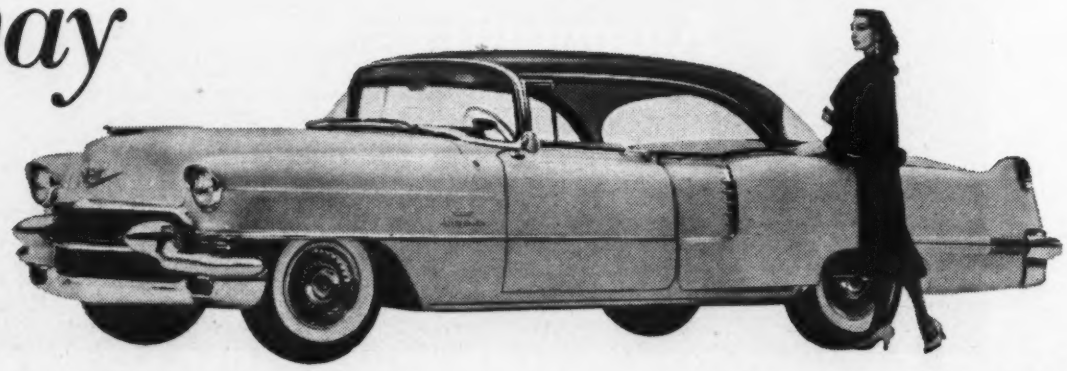
1956 Pontiac Star Chief 4-Door Catalina



1956 Oldsmobile Ninety-Eight DeLuxe Holiday Sedan



1956 Buick Roadmaster 4-Door Riviera



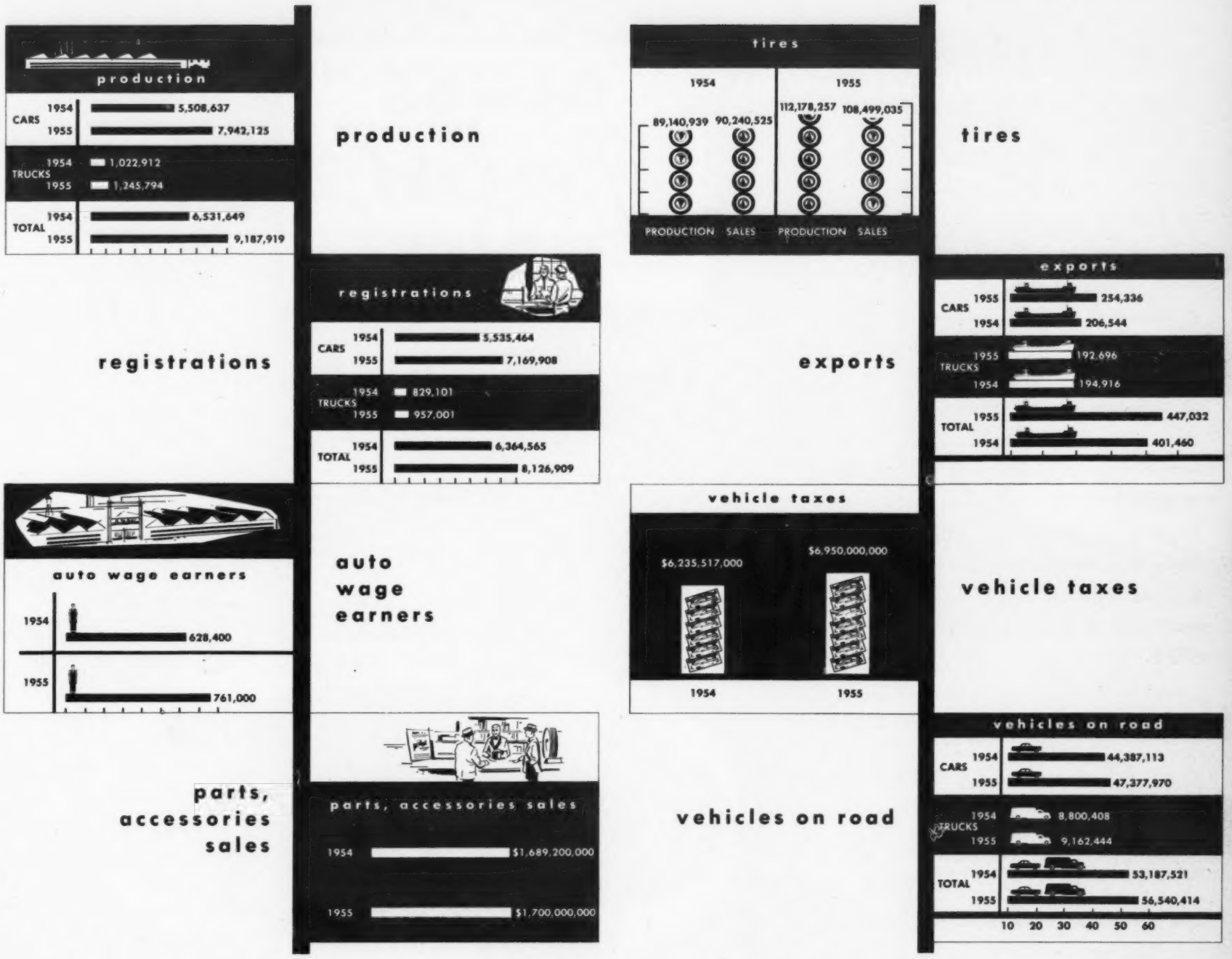
1956 Cadillac Sedan de Ville

THIS NEWEST and most popular of motor fashions is now offered by General Motors in '56 cars of every price class. And their dashing beauty is matched by equally thrilling advances in high-compression power in all five—coupled with even smoother, still more responsive Powerglide, Hydra-Matic and Dynaflow automatic drives. Plus extra-safety improvements like Power Brakes, Power Steering, Unisteel Bodies with double-locking door latches, safety-aim headlights and seat belts (optional) on every GM car. So in 1956, more than ever, your key to greater value is the key to a GM car.

CHEVROLET • PONTIAC • OLDSMOBILE
BUICK • CADILLAC
All with Body by Fisher • GMC TRUCK & COACH

GENERAL MOTORS *leads the way*

AUTO RECORDS GO TUMBLING DOWN IN . . 1955



IT WAS the best of times, it was the worst of times—that sums up the past year in the U. S. automotive industry. All records of the past 56 years—sales, production, vehicles on the road and taxes — were superseded by marks established in 1955.

But the soaring business brought auto dealer problems to a head, resulting in numerous complaints to federal government officials for relief in factory-dealer relations. Congressional hearings on dealer complaints held the stage as 1955 ended and continued well into 1956.

After testifying before congressional committees, auto makers made numerous changes in their contractual relations with dealers, covering phantom freight, bootlegging, warranty work and settling of contract disputes. Despite these concessions, there was still a chance as this Almanac went to press that Congress might spell out simple "ground rules" for factory-dealer relations.

* * *

FOR the record, 1955 saw the registration of 7,169,908 new cars—almost two million over the preceding year. Best estimates at the start of the year were exceeded by about two million cars. Truck registrations also soared, the 1955 total of 957,001 topping 1954's 829,101 units by about 130,000.

The combined total of car and truck registrations in 1955 was a fabulous 8,126,909 units, which compared with 6,364,565 in 1954.

On the production side, the auto makers turned out a total of 7,942,125 cars and 1,245,794 trucks during the past year—a combined output of 9,187,919 cars and trucks. These figures compared with 5,508,637 cars and 1,022,912 trucks—a total of 6,531,649—produced during 1954.

Part of the increased production went into the export market, which took 254,336 cars and 192,696 trucks during 1955. In the previous year, the U. S. makers exported 206,544 cars and T94,916 trucks.

While this may not be news to the average motorist trying to find a parking space or facing traffic jams, the nation's total vehicles on the road rose another three million last year. The total now stands at 56,540,414 cars and trucks, contrasted with 53,187,521 a year previously. The 1955 total is composed of 47,377,970 cars and 9,162,444 trucks, which compare with 44,387,113 cars and 8,800,408 trucks in 1954.

* * *

TIRE production and sales showed a corresponding gain in 1955, but parts and accessory sales increased only slightly as more optional equipment became standard on last year's cars.

Production of tires rose sharply to 112,178,257 in 1955 from 89,140,939 in 1954, while sales totalled 108,499,035 last year compared with 90,240,525 in 1954.

Parts and accessory sales totalled $1,700,000,000 in 1955 which contrasts with $1,689,200,000 in the year previously.

Vehicle taxes likewise rose sharply last year, reaching $6,950,000,000, compared with $6,235,517,000 in 1954. Under the impact of record production, auto employment increased to 761,000 workers compared with 628,400 in 1954.

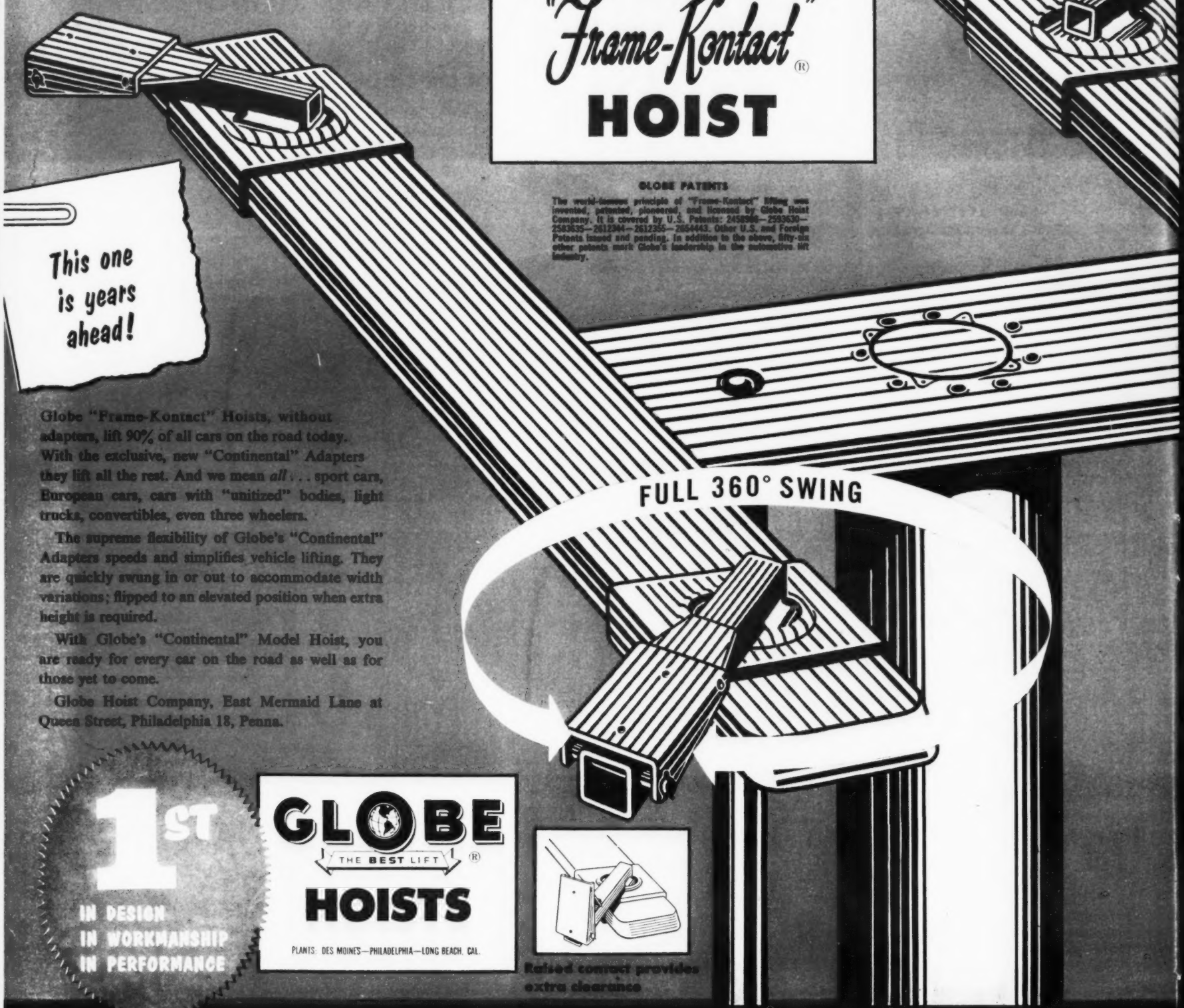
Following is a summary of the news highlights of the past year:

(Continued on Page 110, Col. 1)

STYLED TO THE FUTURE FOR LIFTING ALL CARS

New! "CONTINENTAL" MODEL

GLOBE "Frame-Kontact"® HOIST



GLOBE PATENTS

The world-famous principle of "Frame-Kontact" lifting was invented, patented, pioneered, and licensed by Globe Hoist Company. It is covered by U.S. Patents: 2458988—2593630—2583635—2612344—2612355—2654443. Other U.S. and Foreign Patents issued and pending. In addition to the above, fifty-six other patents mark Globe's leadership in the automotive lift industry.

This one is years ahead!

Globe "Frame-Kontact" Hoists, without adapters, lift 90% of all cars on the road today. With the exclusive, new "Continental" Adapters they lift all the rest. And we mean *all* . . . sport cars, European cars, cars with "unitized" bodies, light trucks, convertibles, even three wheelers.

The supreme flexibility of Globe's "Continental" Adapters speeds and simplifies vehicle lifting. They are quickly swung in or out to accommodate width variations; flipped to an elevated position when extra height is required.

With Globe's "Continental" Model Hoist, you are ready for every car on the road as well as for those yet to come.

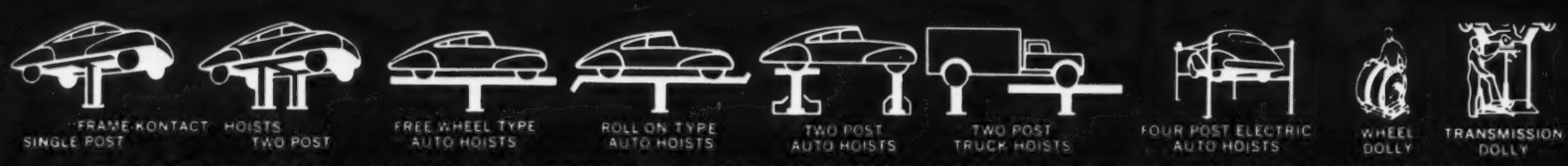
Globe Hoist Company, East Mermaid Lane at Queen Street, Philadelphia 18, Penna.

1ST IN DESIGN IN WORKMANSHIP IN PERFORMANCE

GLOBE THE BEST LIFT® HOISTS

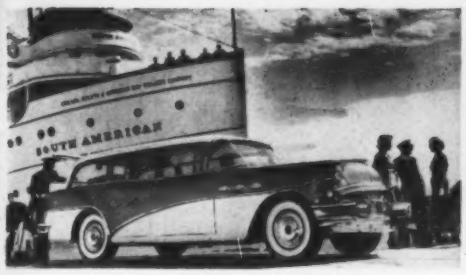
PLANTS: DES MOINES—PHILADELPHIA—LONG BEACH, CAL.

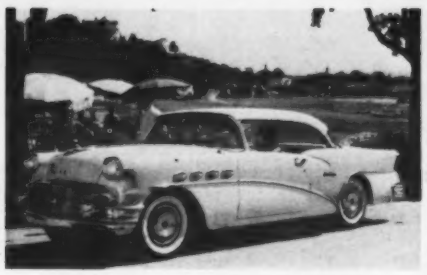
Raised contact provides extra clearance



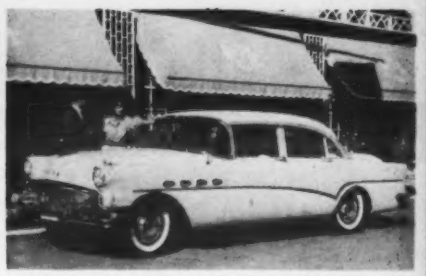
WORLD'S MOST COMPLETE LINE OF AUTOMOTIVE AND HEAVY-DUTY TRUCK HOISTS

Selling Album--1956 American Passenger Cars


SPECIAL STATION WAGON


CENTURY TWO-DOOR HARDTOP

SUPER FOUR-DOOR HARDTOP


ROADMASTER FOUR-DOOR SEDAN

BUICK

For 1956 Buick presents a completely new line of cars, featuring a four-door hardtop in each series, more powerful V-8 engines and a new Dynaflow transmission. The front end features a wide-screen grille in a V design and a hood ornament resembling a sweptwing jet bomber.

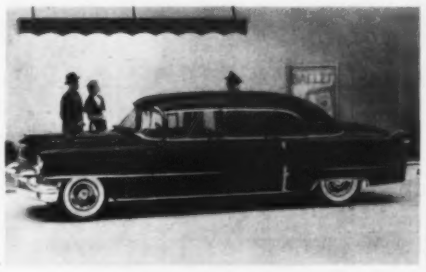
The 322-cubic-inch engine, used on the Roadmaster, Super and Century last year, has been extended to the Special series for the first time in 1956. On the top three series, the horsepower has been increased to 255 with a compression ratio of 9.5:1. The horsepower rating in the Special series has been boosted from 188 to 220 with compression ratio raised to 8.9:1.

Safety features built into the 1956 Buick include a foam rubber pad atop the instrument panel; seat belts, which are available as dealer installed equipment on all models; improved power brakes, and improved acceleration in the driving range to minimize the danger in passing. There are 18 body styles.

TOP TEN BUICK SPECIFICATIONS: Wheelbase, 122-127 inches; overall length, 205-213 inches; overall width, 75½-80 inches; overall height, 60-63 inches; engine, V-8; brake horsepower, 220-255; compression ratio, 8.9:1-9.5:1; displacement, 322 cubic inches; shipping weight, lowest-priced four-door sedan, 3,790 pounds; advertised delivered price, lowest-priced four-door sedan, $2,412.

SERIES 62 HARDTOP COUPE

SERIES 60 SPECIAL FOUR-DOOR SEDAN


SERIES 75 FOUR-DOOR SEDAN

ELDORADO FOUR-DOOR BROUGHAM

CADILLAC

Cadillac's line of 1956 automobiles presents a redesigned appearance and has been expanded to include two new body styles.

Presented for the first time are the Sedan de Ville, a four-door hardtop, and the Eldorado Seville, a limited production model supplementing Cadillac's Eldorado convertible, the Biarritz. With the addition of the two new models, Cadillac now offers a total of 10 body styles in three series.

Front end appearance is marked by a new aluminum grille of narrowly spaced cellular design.

As in 1955, the Cadillac engine is modified for the Eldorado models. The Eldorado engine, which produces 305 horsepower, uses dual four-barrel carburetors, a special intake manifold, modified air cleaners and new throttle controls.

A new transmission, the "controlled coupling" Hydra-Matic, has been developed and is standard on '56s.

TOP TEN CADILLAC SPECIFICATIONS: Wheelbase, 129-150 inches; overall length, 215-236 inches; overall width, 80 inches; overall height, 60-64 inches; engine, V-8; brake horsepower, 285-305; compression ratio, 9.75:1; displacement, 365 cubic inches; shipping weight, lowest-priced four-door sedan, 4,430 pounds; advertised delivered price, lowest-priced four-door sedan, $4,291.

ONE-FIFTY TWO-DOOR SEDAN

TWO-TEN TWO-DOOR STATION WAGON

BEL AIR FOUR-DOOR HARDTOP

CORVETTE HARDTOP

CHEVROLET

Chevrolet's 1956 models carry increased horsepower and the broadest array of bodies ever produced by the division, including a four-door hardtop and four-door station wagons.

Among safety features in the 1956 Chevrolet line are the availability of seat belts and shoulder harness; improved headlights, and door locks designed to minimize the possibility of doors being sprung open by shock or collision.

Chromium molding has been applied for the first time on the lowest-priced One-Fifty series.

Marked by a completely restyled plastic body, the latest Corvette offers: A power-operated fabric top; a removable solid top that will convert the open body into a closed-type or vice versa; two transmissions, both with floor-mounted shifter controls; roll-down side windows—power motivated, if desired; a V-8 engine of 225 horsepower; a transistorized radio.

TOP TEN CHEVROLET SPECIFICATIONS: Wheelbase, 115 inches; overall length, 197½ inches; overall width, 73½ inches; overall height, 60½ inches; engine, 6, V-8; brake horsepower, 140-205; compression ratio, 8:1-9.25:1; displacement, 235½-265 cubic inches; shipping weight, lowest-priced four-door sedan, 3,220 pounds; advertised delivered price, lowest-priced four-door sedan, $1,865.

TOP TEN CORVETTE SPECIFICATIONS: Wheelbase, 102 inches; overall length, 168 inches; overall width, 70 inches; overall height, 51 inches; engine, V-8; brake horsepower, 225; compression ratio, 9.25:1; displacement, 265 cubic inches; shipping weight, 2,764 pounds; advertised delivered price, $3,145.

CHRYSLER

The 1956 Chryslers feature such innovations as pushbutton shifting, high fidelity record player, LifeGuard door latches and instant-heat aircraft-type heater.

Two new V-8 engines—a 280-horsepower FirePower V-8 in the Chrysler New Yorker line and a 225-horsepower Spitfire V-8 in the Chrysler Windsor line, offer increased economy. A new high-efficiency power modification available on Windsors boosts Spitfire engines to 250 horsepower.

The Chrysler Windsor is available in a new four-door hardtop, six-passenger sedan, Nassau hardtop, Newport hardtop, convertible coupe and the Town and Country Wagon. The Chrysler New Yorker line includes a new four-door hardtop, six-passenger sedan, Newport hardtop, St. Regis hardtop, convertible coupe and Town and Country Wagon. The 1956 hardtop and convertible models are five inches longer than last year.

TOP TEN CHRYSLER SPECIFICATIONS: Wheelbase, 126 inches; overall length, 220-222 inches; overall width, 79-81 inches; overall height, 59-61 inches; engine, V-8; brake horsepower, 225-280; compression ratio, 8.5:1-9:1; displacement, 331-354 cubic inches; shipping weight, lowest-priced four-door sedan, 3,900 pounds; advertised delivered price, lowest-priced four-door sedan, $2,865.

WINDSOR CONVERTIBLE

NEW YORKER FOUR-DOOR SEDAN

(Continued on Page 11)

Major Specifications for 1956 U. S. Makes

Make and Model	Dimensions										Engine					Capacity		Drive Unit		Chassis			
	Wheelbase (in.)	Unladen Weight (lbs.)	Headroom (in.) (front seat to headliner)	Legroom (in.) (floor to seat back)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Min. Road Clearance (in.) (Rear axle)	Front Tread (in.)	Rear Tread (in.)	Type	Compression Ratio	Maximum BHP at RPM	Car Weight Per Horsepower	Maximum Torque (in ft. lbs.) at RPM	Gasoline Tank (gals.)	Cooling System (qts.) (minus heater)	Axle Ratio (standard trans.)	Optional Drives Available	Effective Brake Area (sq. in.)	Power Brakes	Power Steering	Turning Circle (dis. in ft.)
BUICK																							
40 Special	122	3790	35.6	42.9	205.1	75.5	60.4	6.3	59.0	59.0	90° V	8.9	220 @ 4400	17.2	319 @ 2400	19	17.5	3.9	A	173.0	O	O	41.6
60 Century	122	4000	35.3	42.8	205.1	75.5	59.8	6.6	59.0	59.0	90° V	9.5	255 @ 4400	15.7	341 @ 3200	19	17.5	—	A(S)	173.0	O	O	41.6
50 Super	127	4200	36.6	43.1	213.6	80.0	62.5	6.6	59.0	62.2	90° V	9.5	255 @ 4400	16.5	341 @ 3200	19	17.5	—	A(S)	173.0	O	S	43.0
70 RM	127	4280	37.4	43.2	213.6	80.0	62.7	6.8	59.0	62.2	90° V	9.5	255 @ 4400	16.8	341 @ 3200	19	17.5	—	A(S)	184.5	O	S	43.0
CADILLAC																							
62	129	—	35.8	43.3	214.9	80.0	62.0	7.5	60	63.2	90° V	9.75	285 @ 4600	—	400 @ 2800	20	17.5	3.07	A(S)	221.96	S	S	43.4
60 Special	133	—	35.8	43.3	225.9	80.0	62.0	7.5	60	63.2	90° V	9.75	285 @ 4600	—	400 @ 2800	20	17.5	3.07	A(S)	221.96	S	S	45.0
75	149.8	—	36.7	43.4	235.7	80.0	63.9	7.6	60	63.2	90° V	9.75	285 @ 4600	—	400 @ 2800	20	17.5	3.36	A(S)	233.64	S	S	51.7
CHEVROLET																							
150, 210, B-A6	115	—	35.6	43.7	197.5	73 7	60.5	6.5	58	58.9	inl. 6	8.0	140 @ 4200	28	210 @ 2400	16	16	3.7	OA	158	O	O	39
150, 210, B-A8	115	—	35.6	43.7	197.5	73.7	60.5	6.5	58	58.9	V-8*	8.0	162 @ 4400	15	257 @ 2200	16	16	3.7	OA	158	O	O	39
CHRYSLER																							
Windsor	126.0	—	35.1	45.7	219.9	78.8	60.6	6.2	60.4	59.6	V-8 ohv	8.5	225 @ 4400	—	310 @ 2400	21	24	3.73	A	251	S	O	43.9
New Yorker	126.0	—	35.1	45.7	221.2	81.0	60.9	6.5	60.4	59.6	V-8 ohv	9.0	280 @ 4600	—	380 @ 2800	21	25	—	A(S)	251	S	O	43.9
Imperial	133.0	—	35.1	45.7	229.6	78.8	61.2	6.2	61.3	60.4	V-8 ohv	9.0	280 @ 4600	—	380 @ 2800	21	25	—	A(S)	251	S	S	45.2
Crown Imperial	149.5	—	37.0	42.5	243.6	79.1	61.8	6.7	61.3	60.8	V-8 ohv	9.0	280 @ 4600	—	380 @ 2800	21	25	—	A(S)	251	S	S	51.1
CONTINENTAL	126	4825	35.1	44.6	218.5	77.5	56	8.2	58.5	60.0	V-8 ohv	9.0	—	—	—	25	23	3.07	A(S)	207.7	S	S	45.3
DeSOTO																							
Fireflite	126	4005	35.1	45.7	217.9	78.3	60.6	6.3	60.4	59.6	V-8 ohv	8.5	255 @ 4400	—	350 @ 3200	21	23	3.54	A(S)	251	O	O	43.7
Firedome	126	3875	35.1	45.7	217.9	78.3	60.6	6.3	60.4	59.6	V-8 ohv	8.5	230 @ 4400	—	305 @ 2800	21	23	3.9	AO	251	O	O	43.7
Adventurer	126	4060	34.6	44.5	220.9	78.3	59.9	6.3	60.4	59.6	V-8 ohv	9.3	320 @ 5200	—	—	21	23	3.73	A(S)	251	O	O	43.7
DODGE																							
Coronet 6	120	3295	35.5	44.5	212	74.6	60.3	5.0	58.9	59.2	inl. 6 L	7.6	131 @ 3800	25.1	204 @ 2000	17	14	3.9	AO	173.5	O	O	42.8
Coronet 8	120	3435	35.5	44.5	212	74.6	60.6	5.5	58.9	59.2	V-8 ohv	8.0	189 @ 4400	18.1	265 @ 2400	17	20	3.73	AO	173.5	O	O	42.2
Royal V-8	120	3475	35.5	44.5	212	74.6	60.6	5.5	58.9	59.2	V-8 ohv	8.0	218 @ 4400	15.9	309 @ 2000	17	21	3.73	AO	173.5	O	O	42.2
Cust. Royal V-8	120	3520	35.5	44.5	212	74.6	60.8	5.7	58.9	59.2	V-8 ohv	8.0	218 @ 4400	16.1	309 @ 2000	17	21	3.73	AO	173.5	O	O	42.2
FORD																							
ML, CL, & FL 6	115.5	—	34.9	44.3	198.5	75.9	60.4	8.1	58	56	inl. 6 ohv	8.0	137 @ 4200	—	202 @ 2400	17.5	14.5	3.89	O	180.2	O	O	41.2
ML, CL, & FL 8	115.5	—	34.9	44.3	198.5	75.9	60.4	8.1	58	56	V-8* ohv	8.0	173 @ 4400	—	260 @ 2400	17.5	19	3.89	O	180.2	O	O	41.2
HUDSON																							
Wasp 6	114.3	3235	37.5	42.5	202.3	78	61.7	7.5	59.5	59.7	inl. 6 L	7.5	120 @ 4000	27.0	158 @ 1400	20	13	4.1	AO	158.94	O	O	39.3
Hornet 6	121.3	3505	37.5	42.5	209.3	78	62.2	8	59.5	60.5	inl. 6 L	7.5	165 @ 3300	21.2	264 @ 1800	20	18.5	—	AO	197.86	O	O	42.8
Hornet V-8	121.3	3804	37.5	42.5	209.3	78	62.7	8	59.5	60.5	OH V-8	9.5	220 @ 4600	17.3	320 @ 2200	20	27	—	A	197.86	S	O	42.8
LINCOLN																							
Premiere	126	4362	35.4	44.8	222.8	79.9	60.2	8.2	58.5	60.0	V-8 ohv	9	285 @ 4600	—	402 @ 3000	20	23.2	3.07	A(S)	207.54	O	O	45.5
Capri	126	4289	35.4	44.8	222.8	79.9	60.2	8.2	58.5	60.0	V-8 ohv	9	285 @ 4600	—	402 @ 3000	20	23.2	3.07	A(S)	207.54	O	O	45.5
MERCURY																							
Cust. & Mont.	119	3522	35.2	43.8	206.4	76.4	60.6	8.0	58	59	V-8 ohv	8.0	210 @ 4600	—	312 @ 2600	18	19	3.73	OA	190.9	O	O	43.2
Montclair	119	3542	33.8	43.7	206.4	76.4	58.8	8.0	58	59	V-8 ohv	8.0	215 @ 4600	—	317 @ 2600	18	19	3.15	—	190.9	O	O	43.2
METROPOLITAN																							
Metro. Conv.	85	1835	35.7	43.25	149.5	61.5	54.5	6.4	45.3	44.8	inl. 4 ohv	7.2	42 @ 4500	43.7	62 @ 2400	10.5	7	4.6	—	76.8	—	—	36
Metro. H. T.	85	1875	35.5	43.25	149.5	61.5	54.5	6.4	45.3	44.8	inl. 4 ohv	7.2	42 @ 4500	44.6	62 @ 2400	10.5	7	4.6	—	76.8	—	—	36
NASH																							
Statesman 6	114.3	3199	37.5	42.5	202.25	78	61.7	7.5	56.6	59.7	inl. 6 ohv	7.5	130 @ 4500	24.6	175 @ 1800	20	11	4.4	OA	165	O	O	42.7
Ambassador 6*	121.3	3555	37.5	42.5	209.25	78	62.2	8	56.6	60.5	inl. 6 ohv	7.6	135 @ 3700	26.3	220 @ 1600	20	17	4.1	OA	192	O	O	44.3
Ambassador V-8	121.3	3748	37.5	42.5	209.25	78	62.2	8	56.6	60.5	V-8 ohv	9.5	220 @ 4600	17.0	320 @ 2200	20	27	—	A(S)	192	S	O	44.3
OLDSMOBILE																							
88	122	3754	35.5	44.4	203.3	78.6	60.5	6.3	59	58	V-8 ohv	9.2	230 @ 4400	—	340 @ 2400	20	20.5	3.64	A	191.7	O	O	42
Super 88	122	3784	35.5	43.1	203.3	78.6	60.5	6.3	59	58	V-8 ohv	9.2	240 @ 4400	—	350 @ 2800	20	20.5	3.64	A	191.7	O	O	42
98	126	4045	35.5	43.1	212.3	78.6	60.5	6.3	59	58	V-8 ohv	9.2	240 @ 4400	—	350 @ 2800	20	20.5	3.42	A(S)	191.7	O	S	49
PACKARD																							
Caribbean	127	—	35.7	43.8	218.6	78	61.7	—	60	60.9	V-8	10	310 @ 4600	—	405 @ 2800	20	26	3.54†	A(S)	208.2	S	S	45
Patrician	127	—	36.2	48.8	218.6	78	62.3	—	60	60.9	V-8	10	290 @ 4600	—	405 @ 2800	20	26	3.54†	A(S)	208.2	O	O	45
400	127	—	36.2	43.8	218.6	78	61.7	—	60	60.9	V-8	10	290 @ 4600	—	405 @ 2800	20	26	3.54†	A(S)	208.2	O	O	45
Custom Clipper	122	—	36.2	43.8	215.3	78	62	—	59.7	60	V-8	9.5	275 @ 4600	—	380 @ 2800	20	26	3.54†	OA	191.8	O	O	43
Sup. & Del. Clip.	122	—	36.2	43.8	215.3	78	62	—	59.7	60	V-8	9.5	240 @ 4600	—	350 @ 2800	20	26	3.54†	OA	191.8	O	O	43
PLYMOUTH																							
Pl., Sav., Bel. 6	115	—	36.1	44.0	204.8	74.6	60.1	5.4	58.4	58.5	inl. 6 L	7.6	125 @ 3600	—	200 @ 1600	17	13	3.73	OA	158	O	O	41.1
Pl., Sav., Bel. V-8	115	—	36.1	44.0	204.8	74.6	60.1	5.6	58.4	58.5	V-8 ohv	8.0	187 & 4400	—	265 @ 2400	17	20	3.73	OA	166	O	O	40.5
PONTIAC																							
Chieftain 860	122	—	36	43.4	205.6	75.1	60.5	7.6	58.6	59.05	90° V-8	8.9	205 @ 4600	—	294 @ 2600	20	24	3.64	A	178	O	O	—
Chieftain 870	122	—	36	43.4	205.6	75.1	60.5	7.6	58.6	59.05	90° V-8	8.9	205 @ 4600	—	294 @ 2600	20	24	3.64	A	178	O	O	—
Star Chief												8.9	227 @ 4600	—	312 @ 3000	20	24	3.64	A	178	O	O	—
(Del. & Cust.)	124	—	36	43.4	212.6	75.1	60.5	7.6	58.6	59.05	90° V-8												
RAMBLER																							
4-dr., 4-dr. H. T.	108	2891	36.6	43	193.6	71.3	58.6	8.1	57.7	58	inl. 6 ohv	7.5	120 @ 4200	24.1	170 @ 1600	20	10	3.77	OA	149.6	S	O	38.0
4-dr., SW.																							
STUDEBAKER																							
Champion	116.5	2835	36.5	42.5	200.7	71.3	59.7	—	56.7	55.7	inl. 6 L	7.8	101 @ 4000	—	152 @ 1800	18	11	4.10	OA	166	O	O	39.5
Commander	116.5	3140	36.5	42.5	200.7	71.3	60.0	—	56.7	55.7	V-8 ohv	7.8	170 @ 4500	—	260 @ 2800	18	17	3.54	OA	195.2	O	O	39.5
President	116.5	3210	36.5	42.5	200.7	71.3	60.0	—	56.7	55.7	V-8 ohv	7.8	195 @ 4500	—	286 @ 2800	18	17	3.54	OA	195.2	O	O	39.5
Golden Hawk	120.5	3360	35.6	43.7	203.9	70.4	56.3	—	56.7	55.7	V-8 ohv	9.5	275 @ 4600	—	380 @ 2800	18	25	—	A(S)	195.2	O	O	41.0

NOTE: Under power brake and power steering, "O" refers to optional and "S" to standard equipment. In the column for Optional Drives Available, "O" refers to overdrive, and "A" to automatic transmissions. "A(S)" means that automatic transmissions are standard equipment. *Power-Packages available. †Other options available.

Selling Album--1956 American Passenger Cars

CLIPPER DELUXE FOUR-DOOR SEDAN

SUPER TWO-DOOR HARDTOP

CLIPPER

The 1956 line of Clippers brings torsion bar suspension to the medium price field and features an electrically-activated push-button automatic transmission.

All-aluminum encasement of the Ultramatic transmission for 1956 results in improved weight distribution for all Clipper models—53 percent front, 47 percent rear.

Safety door latches are standard equipment on all Clipper models, and the brake pedal has been enlarged.

TOP TEN CLIPPER SPECIFICATIONS: Wheelbase, 122 inches; overall length, 215 inches; overall width, 78 inches; overall height, 62 inches; engine, V-8; brake horsepower, 240-275; compression ratio, 9.5:1; displacement, 352 cubic inches; shipping weight, lowest-priced four-door sedan, 3,700 pounds; advertised delivered price, lowest-priced four-door sedan, $2,731.

DeSOTO FIREDOME FOUR-DOOR HARDTOP

FIREFLITE ADVENTURER HARDTOP

DeSOTO

Fin-type rear fenders, an aluminum perforated mesh "floating" grille and new color decor set off the 1956 DeSotos.

Both the Fireflite and Firedome models are more powerful. The Fireflite engine now provides 255 horsepower, while the Firedome is rated at 230 horsepower.

Increased displacement, higher compression ratio, larger valves, redesigned intake and exhaust ports, new spark plugs and improved carburetors all contribute to increased output and higher efficiencies. Crankcase capacity has been reduced to four quarts.

On 1956 DeSoto models equipped with Powerflite transmission (standard on Fireflite), there is a new mechanical pushbutton drive selector on the left end of the instrument panel.

A new braking system is standard equipment on all DeSoto models, with or without power brakes.

A new Adventurer hardtop boasts a 320-h.p. gold painted engine, dual exhausts with extensions, dual rear radio antennae, dual rear-view mirrors on front fenders, white and gold steering wheel, whitewall tires, sunburst-patterned gold wheel discs and power brakes as standard.

TOP TEN DESOTO SPECIFICATIONS: Wheelbase, 126 inches; overall length, 218-221 inches; overall width, 78-79 inches; overall height, 60-62 inches; engine, V-8; brake horsepower, 230-320; compression ratio, 8.5:1-9.25:1; displacement, 330-341 cubic inches; shipping weight, lowest-priced four-door sedan, 3,855 pounds; advertised delivered price, lowest-priced four-door sedan, $2,673.

CONTINENTAL

Reborn last Oct. 21 was the new Continental Mark II, successor to the Lincoln Continental, first conceived by Edsel Ford.

Retained in modern form are several distinguishing features of the earlier car, including a long hood, compact passenger compartment, a distinctive rear roof quarter, short rear deck and a spare tire mount. The tire rests inside the luggage compartment beneath a molding stamped into the rear deck lid.

Use of the "Mark II" designation, a departure from the practice of identifying American-made cars by model year, is based on the assumption that the Lincoln-Continental produced between 1940 and 1948 constituted the Continental Mark I series.

Believed to be the lowest of American production cars with both a front and rear seat, the Continental Mark II is only 4 feet 8 inches high. This height has been achieved by means of a modified ladder-type frame.

CONTINENTAL TWO-DOOR

TOP TEN CONTINENTAL SPECIFICATIONS: Wheelbase, 126 inches; overall length, 218½ inches; overall width, 77½ inches; overall height, 56 inches; engine, V-8; brake horsepower, (N. A.)*; compression ratio, 9:1; displacement, 368 cubic inches; shipping weight, 4,825 pounds; advertised delivered price, $9,538.

* Not Available.

DODGE

The 1956 line of Dodge cars introduced the new "Magic Touch" pushbutton drive selector and Chrysler Corp.'s series of rear fender tail fins.

Four separate series comprise the 1956 line of Dodge cars: Coronet, offering four-door sedan, club coupe, four-door Lancer hardtop, Lancer hardtop and Lancer convertible; Royal V-8, offering four-door sedan, four-door Lancer hardtop and Lancer hardtop; Custom Royal V-8 with four-door sedan, four-door Lancer hardtop, Lancer hardtop and Lancer convertible, and a new station wagon line.

Both the Coronet and Suburban lines allow a choice of Dodge "Get-Away Six" or Dodge V-8 engines in certain body types. Selection between Red Ram V-8 and Super Red Ram V-8 is also available in the Suburban and Sierra lines.

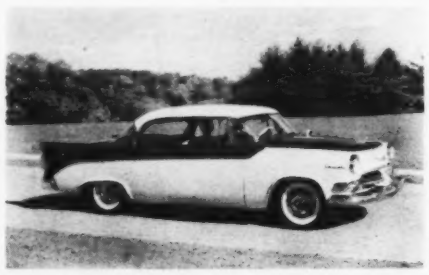
The new Dodge Super Red Ram V-8 engine has been upped to a total displacement of 315 cubic inches and horsepower to 218.

Dodge again offers an optional four-barrel carburetor with matching intake manifold, dual exhausts and a distributor with special spark-advance curve.

Highway Hi-Fi, an automatic car record player operating through the car radio, gives 45 minutes to a full hour of uninterrupted music on each side of seven-inch records.

A new type of 12-volt electrical system is standard. A vacuum-operated power brake unit supplies a power assist to the brake pedal linkage in the ratio of 2.5 times the brake pedal mechanical advantage.

TOP TEN DODGE SPECIFICATIONS: Wheelbase, 120 inches; overall length, 212-215 inches; overall width, 74-75 inches; overall height, 60-61 inches; engine, 6, V-8; brake horsepower, 131-230; compression ratio, 7.6:1-8:1; displacement, 230-315 cubic inches; shipping weight, lowest-priced four-door sedan, 3,295 pounds; advertised delivered price, lowest-priced four-door sedan, $2,263.



DODGE CORONET TWO-DOOR HARDTOP

ROYAL FOUR-DOOR SEDAN

CUSTOM ROYAL CONVERTIBLE

FORD MAINLINE TWO-DOOR SEDAN

CUSTOMLINE FOUR-DOOR SEDAN

FAIRLANE FOUR-DOOR HARDTOP

THUNDERBIRD HARDTOP

FORD

The new Fords are built in four series offering 18 body styles—two more than in 1955. They are available in 13 solid exterior colors, or 21 two-tone combinations.

New door latches give added protection against the chance that doors may open under impact. To keep a driver's chest from hitting the steering column in a crash, a new three-spoke steering wheel has its center hub recessed 3⅛ inches below the wheel rim.

In addition, Ford offers two optional safety devices—seat belts, and foam plastic padding for instrument panels and sun visors.

A 12-volt electrical system and 30-ampere generator are standard equipment.

TOP TEN FORD SPECIFICATIONS: Wheelbase, 115½ inches; overall length, 198½ inches; overall width, 76 inches; overall height, 58-62 inches; engine, 6, V-8; brake horsepower, 137-202; compression ratio, 8:1-8.4:1; displacement, 223-292 cubic inches; shipping weight, lowest-priced four-door sedan, 3,156 pounds; advertised delivered price, lowest-priced four-door sedan, $1,891.

TOP TEN THUNDERBIRD SPECIFICATIONS: Wheelbase, 102 inches; overall length, 185 inches; overall width, 71 inches; overall height, 52 inches; engine, V-8; brake horsepower, 202; compression ratio, 8.4:1; displacement, 292 cubic inches; shipping weight, 3,038 pounds; advertised delivered price, $3,147.

(Continued on Page 13)

BILL LUNDIGAN REVIEWS THE MOVES THE GEAR-SHIFT HAS MADE *(A 1-minute picture story by your TV host on "Shower of Stars" and "Climax!")*

1. "BACK IN THE GOGGLES AND DUSTER DAYS you needed a long reach, a strong back and a third eye to shift gears. The shift was outside the car—a tempting toy for neighborhood kids.

2. "THEN, YOU REMEMBER, the gearshift moved in out of the rain, but in everybody's way. Rising from the floor-board, it managed to tangle with legs and handbrake. If three sat in front—oh brother!

3. "NEARLY 20 YEARS AGO it moved to the steering post. When automatic shifting came the lever *stayed* on the post! But then Chrysler Corporation—*always the leader*—introduced a better location.

4. "IN THE 1955 CHRYSLER CORPORATION CARS the selector was moved to the instrument panel. It was simple, convenient, out of the way—*and a sign of things to come from* THE *FORWARD* LOOK.

5. "LEADING THE FIELD AGAIN, Chrysler Corporation introduced PUSHBUTTON POWERFLITE in its entire line of 1956 cars. Acknowledged everywhere as the driving advance of the year—here is further proof that Chrysler Corporation continues to set the pace in *engineering leadership*. Just *one* of the many reasons why more people —and dealers—are looking to THE *FORWARD* LOOK—*first!"*

CHRYSLER CORPORATION — **THE *FORWARD* LOOK**

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

Selling Album--1956 American Passenger Cars

IMPERIAL TWO-DOOR HARDTOP

FOUR-DOOR SEDAN

IMPERIAL

Featuring a Fire-Power engine which delivers fully 280-horsepower, the 1956 Imperials are 5½ inches longer than last year, with a wheelbase of 133 inches.

Imperial's trademark, its gun-sight tail-lights, are mounted above the finned rear fender. Back-up lights, outer bumper extensions and the gas-filler door are blended into the rear edge of the fenders.

Completely eliminated are exhaust openings, now concealed behind the outer bumper extensions.

For 1956, Imperial offers a wider choice of body models by introducing a new four-door Southampton hardtop.

The rear window is made in two sections. As the regulator is operated, the rear section folds forward just inside the larger forward section, which moves straight down. Both sections are operated by a single regulator.

Push-button Powerflite drive is standard on all Imperial automobiles.

In addition to an improved PowerFlite, standard on all Imperials, the automobile features as standard equipment a four-way power seat, power window lifts, variable-speed electric windshield wipers, automatic interior lights and torsion bar deck-lid counterbalance.

TOP TEN IMPERIAL SPECIFICATIONS: Wheelbase, 133-149½ inches; overall length, 230-244 inches; overall width, 79 inches; overall height, 61-62 inches; engine, V-8; brake horsepower, 280; compression ratio, 9:1; displacement, 354 cubic inches; shipping weight, lowest-priced four-door sedan, 4,565 pounds; advertised delivered price, lowest-priced four-door sedan, $4,827.

LINCOLN CAPRI TWO-DOOR HARDTOP

PREMIERE FOUR-DOOR SEDAN

LINCOLN

A new engine, body and chassis all feature the 1956 Lincolns, which are more than seven inches longer, 2½ inches lower and two inches wider than the 1955 Lincolns.

Lincoln for 1956 includes five models in the two series. The wheelbase has been increased from 123 to 126 inches and the overall length from 215.6 inches to 222.8 inches. The new Lincoln is 60.2 inches in height.

The Capri series includes a coupe and a four-door sedan, while the Premiere line includes a coupe, a four-door sedan and a convertible.

Lincoln has made both its new "in-line" power steering and its improved turbo-drive automatic transmission standard equipment on all cars.

TOP TEN LINCOLN SPECIFICATIONS: Wheelbase, 126 inches; overall length, 223 inches; overall width, 80 inches; overall height, 60 inches; engine, V-8; brake horsepower, 285; compression ratio, 9:1; displacement, 368 cubic inches; shipping weight, lowest-priced four-door sedan, 4,289 pounds; advertised delivered price, lowest-priced four-door sedan, $4,207.

HUDSON

Hudson's 1956 Hornet and Wasp models feature V-line styling and a new 220-horsepower V-8 engine.

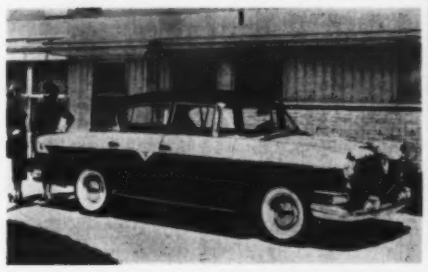
The Hudson line includes a Custom four-door sedan and two-door Hollywood hardtop in the Hornet V-8 series; a Super and Custom four-door and Custom two-door Hollywood hardtop in the Hornet Six series, and a four-door sedan in the Wasp series.

All 1956 Hudson models are equipped with a new 12-volt electrical system. The new Hudson Hornet V-8 engine, developing 220 horsepower, has a compression ratio of 9.55:1 and a displacement of 352 cubic inches. The Hornet Championship Six, with new hydraulic valve lifters and an improved camshaft design, is offered on all new Hornet models.

New "Selecto-Lift" starting is used on all Hudson models equipped with automatic transmissions. Hornet and Wasp models feature the "Deep Coil" front suspension, with frictionless coil springs used on all four wheels.

Front wheel brakes of the 1956 Wasp have been increased to 165 square inches. All Hudson cars employ the "double safe single unit car construction" with body and frame welded together to form a single unit.

TOP TEN HUDSON SPECIFICATIONS: Wheelbase, 114-121 inches; overall length, 202-209 inches; overall width, 78 inches; overall height, 62 inches; engine, 6, V-8; brake horsepower, 120-220; compression ratio, 7.5:1-9.55:1; displacement, 202-352 cubic inches; shipping weight, lowest-priced four-door sedan, 3,285 pounds; advertised delivered price, lowest-priced four-door sedan, $2,416.



HUDSON WASP FOUR-DOOR SEDAN

HORNET TWO-DOOR HARDTOP

MERCURY

Mercury for 1956 features new V-8 engines with up to 225 horsepower, improved ride and handling, safety steering wheel and door locks and a new group of four-door hardtops. Padded instrument panel and sun visors and seat belts are offered as additional safety features.

A new Medalist series brings Mercury near the lowest-priced cars in customer appeal.

In offering a choice of three V-8 engines, Mercury has designed its power plants and its transmissions to complement each other. Displacement has been increased to 312 cubic inches, with a larger cylinder bore and a longer piston stroke.

Dual exhausts are standard on all Montclair and Monterey models and on station wagon models. They are available on Custom and Medalist models. A 12-volt electrical system is standard, and Merc-O-Matic transmission has been improved.

Fixed anchor brakes replace the adjustable anchor pin, reducing brake adjustment to one point in each brake drum. The power brake unit now has a poppet valve which gives longer retention of the vacuum reserve when the engine is off.

Mercury's new 9:1 engine develops 225 horsepower at 4,600 r.p.m. and 324 foot-pounds of torque at 2,600 r.p.m. It is available only with Merc-O-Matic transmission.

The 8.0:1 compression Mercury engine is designed for standard or overdrive transmissions. It develops 210 horsepower at 4,600 r.p.m. and 312 foot-pounds of torque at 2,600 r.p.m. The 8.4:1 engine is for use with Merc-O-Matic and uses regular fuel. It develops 215 horsepower at 4,600 r.p.m. and 317 foot-pounds of torque at 2,600 r.p.m.

TOP TEN MERCURY SPECIFICATIONS: Wheelbase, 119 inches; overall length, 206 inches; overall width, 76 inches; overall height, 59-61 inches; engine, V-8; brake horsepower, 210-225; compression ratio, 8:1-9:1; displacement, 312 cubic inches; shipping weight, lowest-priced four-door sedan, 3,522 pounds; advertised delivered price, lowest-priced four-door sedan, $2,309.

MERCURY MEDALIST TWO-DOOR HARDTOP

CUSTOM FOUR-DOOR SEDAN

MONTEREY STATION WAGON

MONTCLAIR FOUR-DOOR HARDTOP

METROPOLITAN

A new engine and styling changes highlight American Motors' British-built Metropolitan. AMC claims that while the Metropolitan 1500 boasts 24 percent more horsepower than its predecessor, it still attains up to 40 miles per gallon of gasoline.

Available in both convertible and hardtop models, the car is built on an 85-inch wheelbase. The new Austin A-50 engine, rated at 52 horsepower, has a top speed of 78 miles per hour, according to AMC. The four-cylinder, overhead-valve powerplant is mounted at four points on special rubber cushions to reduce noise and vibrations. A 12-volt electrical system is standard equipment.

The only transmission available on the Metropolitan is the standard-shift synchromesh.

TOP TEN METROPOLITAN SPECIFICATIONS: Wheelbase, 85 inches; overall length, 149½ inches; overall width, 61½ inches; overall height, 54½ inches; engine, 4-cylinder; brake horsepower, 52, compression ratio, 7.2:1; displacement, 90.9 cubic inches; shipping weight, lowest priced model, 1,875 pounds; advertised delivered price, lowest-priced model $1,527.

(Continued on Page 15)

METROPOLITAN CONVERTIBLE

FORESIGHT

Planning for tomorrow • Producing for today!

Since the earliest days of the industry, Bendix foresight in product design and development has contributed materially to automotive progress.

For example, Bendix* power braking and power steering, two of the industry's most popular new car features, are the results of years of research and engineering by Bendix specialists in these important fields.

Today Bendix engineers are likewise busy planning and developing new and better products to meet the needs of the years ahead.

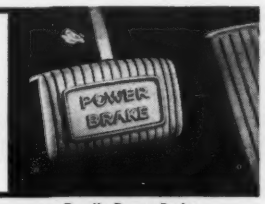
It is because of this foresight the automotive industry looks to Bendix for components that continue to lead in public acceptance and dependable performance.

*REG. U.S. PAT. OFF.

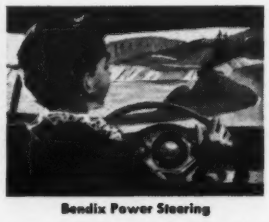
BENDIX PRODUCTS DIVISION **SOUTH BEND** INDIANA

Export Sales: Bendix International Division, 205 East 42nd Street, New York 17, N. Y.

TYPICAL EXAMPLES



Bendix Power Brakes



Bendix Power Steering

Bendix Products Division

Bendix AVIATION CORPORATION

BRAKES • POWER STEERING • POWER BRAKING • CONSTANT VELOCITY UNIVERSAL JOINTS • HYDRAULIC REMOTE CONTROLS

Selling Album--1956 American Passenger Cars

NASH

New "speed-line" styling and four new engines highlight the 1956 Nash line of Ambassador and Statesman models.

American Motors' new V-8 engine with Flashaway Hydra-Matic transmission develops 190 horsepower with a 250-cubic-inch displacement.

A new Statesman Typhoon overhead-valve engine, developing 130 horsepower, replaces the 1955 L-head engine. The Ambassador Super Jetfire 6 now has 135 horsepower and the optional LeMans Dual Jetfire 6 is increased to 145 horsepower.

A non-glare instrument panel has a crash pad made of vinyl-covered Royalite, a plastic foam. With the Duo-Coustic radio, speakers are set at both ends of the instrument panel.

Front seats of the Ambassador and Statesman measure 65 inches, while the rear seats measure 64½ inches.

The new Statesman powerplant is said to have the highest ratio of horsepower to cubic-inch displacement of any six-cylinder engine. Maximum economy is obtained through the overhead-valve system, Iso-Thermal six-port intake manifold, Duoflo — twin throat — downdraft carburetion and more efficient combustion chambers.

Front-wheel brakes on the Statesman have been increased from 2¼ to 2½ inches in width, increasing total lining area from 155 to 165 square inches. All Ambassador wheels have been widened from five inches to 5½ and the tire size has been increased to 7.60 x 15.

STATESMAN FOUR-DOOR SEDAN

AMBASSADOR TWO-DOOR HARDTOP

TOP TEN NASH SPECIFICATIONS: Wheelbase, 114-121 inches; overall length, 202-209 inches; overall width, 78 inches; overall height, 62 inches; engine, 6, V-8; brake horsepower, 130-220; compression ratio, 7.44:1-9.55:1; displacement, 195-352 cubic inches; shipping weight, lowest-priced four-door sedan, 3,170 pounds; advertised delivered price, lowest-priced four-door sedan, $2,381.

OLDSMOBILE

More power, Starfire styling and Jetaway Hydra-Matic combine to feature Oldsmobile for 1956.

The new Oldsmobile front end has an airfoil type grille recessed in an oval between the upper and lower bumper bars. Small chrome block letters spell out the Oldsmobile name.

New flair-away fenders are an advanced version of the sweep-cut fenders introduced by Oldsmobile on earlier Holiday models. They are now standard throughout the 1956 Oldsmobile line.

SERIES 88 TWO-DOOR HARDTOP

SUPER 88 FOUR-DOOR HARDTOP

SERIES 98 FOUR-DOOR SEDAN

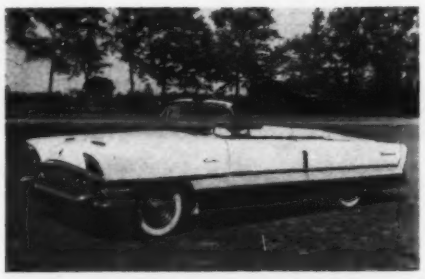
New Jetaway Hydra-Matic Drive is standard equipment on the 98 series, while Hydra-Matic Super Drive is optional on the 88 series. The Jetaway Hydra-Matic introduces a new second fluid coupling in the drive train that is said to make shifts smoother than ever before. A parking lock operated with the shift lever is incorporated in the transmission.

Among optional accessories offered for 1956 are a new automatic six-way front seat and dual exhaust system. The electric-powered six-way seat adds new tilting positions forward and backward to the familiar fore-and-aft and up-and-down movements. In the 98 Holiday coupe and Starfire models, the front seat automatically slides back when the door is opened and automatically slides forward when the front seat back is tilted forward.

TOP TEN OLDSMOBILE SPECIFICATIONS: Wheelbase, 122-126 inches; overall length, 203-212 inches; overall width, 77½ inches; overall height, 59-60½ inches; engine, V-8; brake horsepower, 230-240; compression ratio, 9.25:1; displacement, 324 cubic inches; shipping weight, lowest-priced four door sedan, 3,761 pounds; advertised delivered price, lowest-priced four-door sedan, $2,483.

EXECUTIVE TWO-DOOR HARDTOP

PATRICIAN FOUR-DOOR SEDAN



CARIBBEAN CONVERTIBLE

PACKARD

The Packard models feature electric pushbutton transmission, the largest displacement and most power V-8 engines, and a non-slip differential.

The new Packards are powered by 310-horsepower and 290-horsepower V-8 engines, both with a 10:1 compression ratio. They also offer an improved torsion bar suspension system. Both of the new Packard V-8 engines develop 405 foot-pounds of torque at 2,800 r.p.m.

Electrical pushbutton Ultramatic transmission has pushbuttons which correspond to the six driving range positions available with Ultramatic.

A 20 percent increase in fuel economy is claimed for Packard by the use of a 2.87 to 1 rear axle ratio with automatic transmission. The Packard non-slip differential transmits extra tractive power to the rear wheel, depending on the driving condition. Also, the new differential automatically will keep the rear wheels from overspeeding with respect to each other.

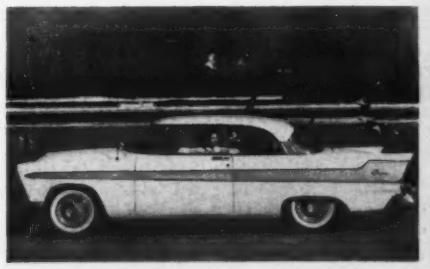
New Caribbean hardtop and convertible models introduce reversible seat and back cushions with leather on one side and brocade cloth on the other.

TOP TEN PACKARD SPECIFICATIONS: Wheelbase, 127 inches; overall length, 218½ inches; overall width, 78 inches; overall height, 62 inches; engine, V-8; brake horsepower, 290-310; compression ratio, 10:1; displacement, 374 cubic inches; shipping weight, lowest-priced four-door sedan, 4,355 pounds; advertised delivered price, lowest-priced four-door sedan, $3,465.

PLAZA FOUR-DOOR SEDAN

SAVOY TWO-DOOR SEDAN

BELVEDERE FOUR-DOOR HARDTOP



FURY TWO-DOOR HARDTOP

PLYMOUTH

Plymouth horsepower for 1956 ranges from 125 for the standard PowerFlow Six to 240 for the Hy-Fire V-8 in the Fury, a new gold and white two-door hardtop.

All Plymouths are available with pushbutton Power-Flite, with a standard three-speed transmission or with overdrive. They are available also with a full range of optional power features, including coaxial power steering, improved power brakes, pushbutton power front seat adjustment and pushbutton power window regulators. Safety belts are optional equipment.

Other features, new to the 1956 line, are safety door latches to keep doors closed even under severe impact, a 12-volt electrical system, pull-type door handles and deck lid latch.

Highway Hi-Fi, a new car record player, is available as an optional feature.

Plymouth has made its Suburbans a separate line of cars for 1956. They are available in two-door, four-door, two-seat, three-seat, V-8 and six-cylinder models. The new Sport Suburban offers a roof carrier as standard equipment.

TOP TEN PLYMOUTH SPECIFICATIONS: Wheelbase, 115 inches; overall length, 205 inches; overall width, 75 inches; overall height, 59-60 inches; engine, 6, V-8; brake horsepower, 131-240; compression ratio, 7.6:1-9.25:1; displacement, 230-303 cubic inches; shipping weight, lowest-priced four-door sedan, 3,145 pounds; advertised delivered price, lowest-priced four-door sedan, $1,922.

(Continued on Page 16)

Selling Album--1956 American Passenger Cars

PONTIAC

The 1956 Pontiac models introduce Strato-Flight Hydra-Matic, designed to provide smoother, quieter shifting of gears.

The Pontiac Strato-Streak V-8 engine, introduced last year, is larger in 1956 with horsepower upped to 227 in the Star Chief and 205 in the 870 and 860 series. Fifteen new body styles, longer by 2.4 inches, include six hardtop Catalinas, three of them four-door and three two-door. Hardtop models are available in all three series, the Star Chief, 870 and 860.

Increased displacement, higher compression ratios up to 8.9:1 and improved carburetion make possible Pontiac's higher horsepower.

Newly designed for increased cargo space, the Pontiac two-seat station wagons have a folding seat with the back-rest and the cushion folding into the floor. In the three-seat wagons, both the back seat and center seat fold into the floor.

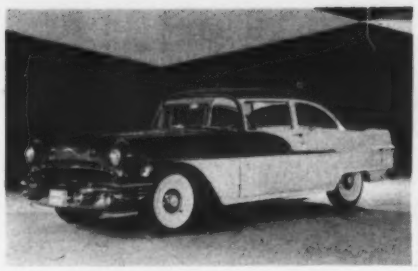
Displacement of the 1956 Strato-Streak V-8 engine is 316.6 cubic inches. The extra volume from larger cylinder bore and pistons, is said to give more reserve power at all driving speeds.

Larger venturi on both the four-barrel and the two-barrel carburetors improve the breathing qualities of the 1956 Pontiac engines. A four-barrel carburetor is standard for the Star Chief series.

In addition to the new Strato-Flight transmission for the Star Chief series, Pontiac offers an improved Hydra-Matic transmission for the 870 and 860 series and a new Synchromesh transmission.

Improvement in ride and handling characteristics comes from a new steering knuckle and support assembly.

TOP TEN PONTIAC SPECIFICATIONS: Wheelbase, 122-124 inches; overall length, 205-212 inches; overall width, 75 inches; overall height, 60½ inches; engine, V-8; brake horsepower, 205-227; compression ratio, 8.9:1; displacement, 316.6 cubic inches; shipping weight, lowest-priced four-door sedan, 3,496 pounds; advertised delivered price, lowest-priced four-door sedan, $2,294.



SERIES 860 TWO-DOOR SEDAN

SERIES 870 FOUR-DOOR HARDTOP

STAR CHIEF TWO-DOOR HARDTOP

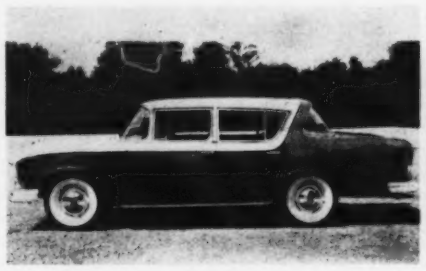
RAMBLER

The restyled Rambler offers increased interior room and trunk space, larger window area and improved riding qualities. Increased power and performance are provided by a new overhead valve engine.

Height has been lowered 1⅜ inches and exterior width reduced two inches, but the Rambler's 108-inch wheelbase remains unchanged.

Windshield area is increased more than 52 percent, and the rear window is 41 percent larger.

Although overall width of the Rambler has been decreased, shoulder room is increased more than five inches in front and back. Rear seat legroom is increased 2½ inches.



SUPER FOUR-DOOR SEDAN

CUSTOM STATION WAGON

Improved riding qualities result from the use of deep coil springs on all four wheels and the addition of a front suspension cross-member mounted in rubber to the body sills. Lower control arms are mounted to the cross-member, and the suspension permits widening the front tread by more than three inches. The rear tread is five inches wider.

Power brakes are standard equipment on all '56 Rambler Custom models, and are available at extra cost on all other models. Power steering, of the direct linkage type, is available as an option for the first time on Rambler models.

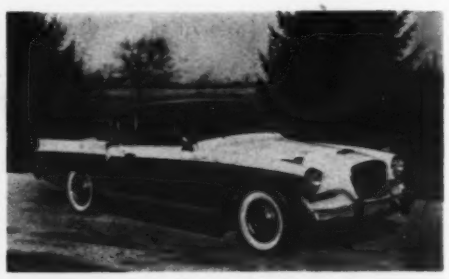
Cooling capacity of the optional Rambler air-conditioning system has been improved. The completely redesigned unit incorporates the heater. All major components are located forward of the instrument panel.

TOP TEN RAMBLER SPECIFICATIONS: Wheelbase, 108 inches; overall length, 191 inches; overall width, 71 inches; overall height, 58 inches; engine, 6; brake horsepower, 120; compression ratio, 7.47:1; displacement, 195½ cubic inches; shipping weight, lowest-priced four-door sedan, 2,891 pounds; advertised delivered price, lowest-priced four-door sedan, $1,826.

CHAMPION TWO-DOOR SEDAN

COMMANDER FOUR-DOOR SEDAN

PRESIDENT CLASSIC FOUR-DOOR SEDAN



GOLDEN HAWK TWO-DOOR HARDTOP

STUDEBAKER

New styling, engines ranging up to 275 horsepower and the new Hawk sports cars are features in the Studebaker 1956 line.

Bigger in exterior appearance, the new Studebakers have greater room inside and trunk room has been increased by 20 percent.

Mechanical innovations include an advanced automatic transmission — the new Flightomatic; special "safety-fin" brakes that increase brake-drum cooling to maintain non-fade efficiency when heavily used, and a color-lighted "safety-eye" speedometer.

The Golden Hawk has a 9.5:1 compression ratio and develops 380 foot-pounds of torque at 2800 r.p.m.

The cooling feature of the new Studebaker "safety-fin" brake drum allows more consistent straight line stops. In addition, the new drum is said to lengthen the brake life.

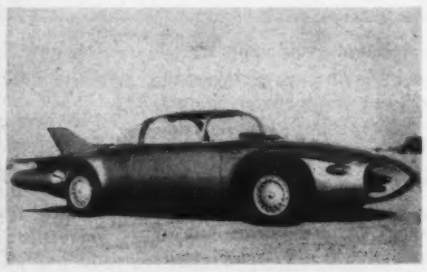
The "safety-eye" speedometer permits the driver to check speed without glancing away from the road. The speedometer indicates speed in large numerals that are in green light from 0 to 35 miles per hour, in orange light from 35 to 60 and red at higher speeds.

TOP TEN STUDEBAKER SPECIFICATIONS: Wheelbase, 116½-120½ inches; overall length, 196-205 inches; overall width, 71 inches; overall height, 60-62 inches; enngine, 6, V-8; brake horsepower, 101-210; compression ratio, 7.8:1; displacement, 185-289 cubic inches; shipping weight, lowest-priced four-door sedan, 2,834 pounds; advertised delivered price, lowest-priced four-door sedan, $1,993.

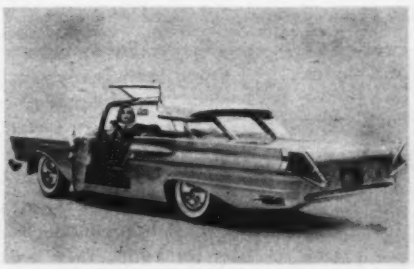
TOP TEN HAWK SPECIFICATIONS: Wheelbase, 120½ inches; overall length, 204 inches; overall width, 70 inches; overall height, 56 inches; engine, 6, V-8; brake horsepower, 101-275; compression ratio, 7.8:1-9.5:1; displacement, 185-352 cubic inches; shipping weight, lowest-priced model, 2,780 pounds; advertised delivered price, lowest-priced model, $1,982.

1956 DREAM CARS—

CHRYSLER CORP. PLAINSMAN



GENERAL MOTORS FIREBIRD II



MERCURY XM-TURNPIKE CRUISER

PACKARD PREDICTOR

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New WALKER "Car S'ports"

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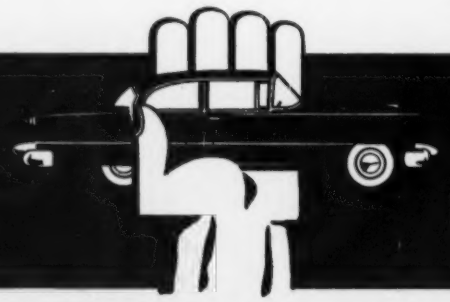


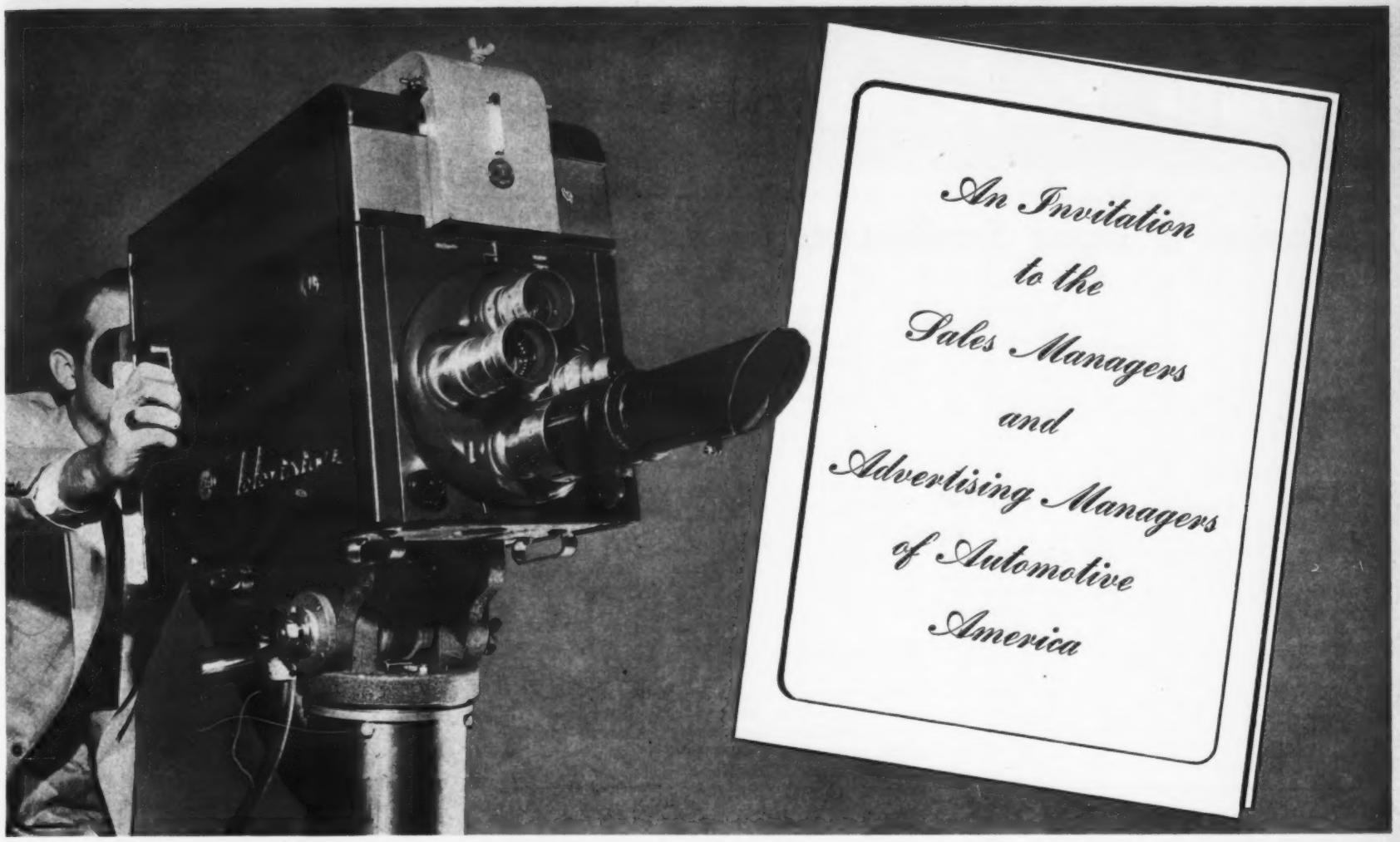
WALKER *leads in* JACKS

Comparison of Advertised-Delivered Prices Of 1956 Car Models

(Compiled by Automotive News)

(This table of advertised-delivered prices is based on prices in effect Apr. 10, 1956, and rounded off to the nearest dollar. Each price includes the retail list price suggested by the factory, provision for Federal taxes, and delivery and handling charges. These prices do not cover transportation costs, state and local taxes, optional equipment or any additional charges that may be passed on to the retail buyer.)

	4-Door Sedan	2-Door Sedan	4-Door Hardtop	2-Door Hardtop	Station Wagon	Conv.	Automatic Drive	Power Steering	Additional Models
BUICK									
Special	$ 2,412	$ 2,353	$ 2,524	$ 2,453	$ 2,771	$ 2,736	$ 204	$ 107	
Century	.....	.....	3,020	2,958	3,251	3,301	Standard	107	
Super	3,245	.....	3,335	.....	.....	3,539	Standard	Standard	
Roadmaster	3,498	.....	3,687	3,586	.....	3,699	Standard	Standard	
CADILLAC									Series 62 2-dr. Coupe deVille hardtop, $4,619; 2-dr. Eldorado Seville hardtop, $6,551; Eldorado Biarritz con., $6,551. Series 75 8-pass. sedan, $6,608; limousine, $6,823.
Series 62	4,291	.....	4,748	4,196	.....	4,761	Standard	Standard	
Series 60 Special	5,042	.....	.....	.....	.....	.....	Standard	Standard	
***CHEVROLET**									(*Prices are for 6-cyl. models; for V-8's add $99.) One-Fifty utility sedan, $1,730. Two-Ten club coupe, $1,967; 4-dr., 2-seat Station Wagon, $2,259; 4-dr., 3-seat Station Wagon, $2,478.
One-Fifty	1,865	1,822	.....	.....	2,167	.....	188	91	
Two-Ten	1,951	1,908	2,113	2,059	2,211	.....	188	91	
Bel Air	2,064	2,021	2,226	2,172	2,604	2,340	188	91	
Corvette (V-8)	.....	.....	.....	3,145	.....	3,145	188	Not Available	
CHRYSLER									Hardtops: Windsor 2-dr. Newport, $3,037. New Yorker 2-dr. St. Regis, $3,990. 2-dr. Newport, $3,946.
Windsor	2,866	.....	3,124	2,900	3,593	3,331	189	97	
New Yorker	3,774	.....	4,097	3,946	4,518	4,238	Standard	97	
300 B	.....	.....	.....	4,414	.....	.....	Standard	97	
CLIPPER									
Deluxe	2,731	.....	.....	.....	.....	.....	199	115	
Super	2,866	.....	.....	2,916	.....	.....	199	115	
Custom	3,069	.....	.....	3,164	.....	.....	199	115	
CONTINENTAL	.....	9,538	.....	.....	.....	.....	Standard	Standard	
DeSOTO									Hardtops: Firedome 4-dr. Seville, $2,828; 2-dr. Seville, $2,729; 4-dr. Sportsman, $2,949; 2-dr. Sportsman, $2,850; Fireflite 4-dr. Sportsman, $3,426; 2-dr. Sportsman, $3,341; Adventurer 2-dr., $3,723. Pace Car conv., $3,610.
Firedome	2,673	.....	(see note)	(see note)	3,366	3,077	189	97	
Fireflite	3,114	.....	(see note)	(see note)	.....	3,539	Standard	97	
DODGE									Coronet 8 2-dr. 500 sedan, $2,530. Station Wagons: 2-dr. Suburban 6, $2,487; 2-dr. Suburban V-8, $2,595; 2-dr. Custom Suburban V-8, $2,724; 4-dr. 6-pass. Sierra V-8, $2,712; 4-dr. 8-pass. Sierra V-8, $2,818; 4-dr. 6-pass. Custom Sierra V-8, $2,864; 4-dr. 8-pass. Custom Sierra V-8, $2,969.
Coronet 6	2,263	2,190	.....	.....	.....	.....	184	Not Available	
Coronet 8	2,371	2,298	2,547	2,433	.....	2,773	184	91	
Royal	2,509	.....	2,693	2,579	.....	.....	184	91	
Custom Royal	2,619	.....	2,803	2,688	.....	2,908	184	91	
***FORD**									(*Prices are for 6-cyl. models; for V-8s, add $99.98.) Mainline business 2-dr., $1,744. Crown Victoria 2-dr., $2,334. Station Wagons—2-dr. 2-seat Ranch Wagon, $2,181; 2-dr. 2-seat Custom Ranch Wagon, $2,246; 2-dr. 2-seat Parklane, $2,424; 4-dr. 2-seat Country Sedan, $2,293; 4-dr. 3-seat Country Sedan, $2,424; 4-dr. 3-seat Country Squire, $2,529.
Mainline	1,891	1,846	.....	.....	.....	.....	178	53	
Customline	1,982	1,936	.....	2,099	.....	.....	178	53	
Fairlane	2,090	2,043	2,245	2,190	.....	2,355	178	53	
Thunderbird (V-8)	.....	.....	.....	3,148	.....	.....	215	64	
HUDSON									
Wasp 6 Super	2,416	.....	.....	.....	.....	.....	188	107	
Hornet 8 Special	2,626	.....	.....	2,741	.....	.....	204	107	
Hornet 6 Super	2,770	.....	.....	.....	.....	.....	188	107	
Hornet 6 Custom	3,019	.....	.....	3,136	.....	.....	188	107	
Hornet 8 Custom	3,286	.....	.....	3,429	.....	.....	199	107	
IMPERIAL									
Imperial	4,827	.....	5,220	5,089	.....	.....	Standard	Standard	Crown Imperial 4-dr., 8-pass. sedan, $7,597; 8-pass. limousine, $7,731.
LINCOLN									
Capri	4,207	.....	.....	4,114	.....	.....	Standard	Standard	
Premiere	4,596	.....	.....	4,596	.....	4,742	Standard	Standard	
MERCURY									Custom 4-dr., 6-pass. Station Wagon, $2,718; 4-dr., 8-pass. Station Wagon, $2,815. Monterey 4-dr. sport sedan, $2,647.
Medalist	2,309	2,250	2,454	2,384	.....	.....	189	81	
Custom	2,406	2,346	2,551	2,481	.....	2,707	189	81	
Monterey	2,551	.....	2,696	2,626	2,973	.....	189	81	
Montclair	2,782	.....	2,830	2,760	.....	2,895	189	81	
***METROPOLITAN**	.....	.....	.....	1,527	.....	1,551	Not Avail.	Not Avail.	*Price at coastal port of entry.
NASH									Ambassador Special 8, Super 4-dr. sedan, $2,591. Custom 4-dr. sedan, $2,816; 2-dr. hardtop, $2,681. (Automatic drive, $204.)
Statesman Super 6	2,381	.....	.....	.....	.....	.....	188	107	
Ambassador Super 6	2,685	.....	.....	.....	.....	.....	188	107	
Ambassador Super 8	2,997	.....	.....	.....	.....	.....	199	107	
Ambassador Custom 8	3,236	.....	.....	3,379	.....	.....	199	107	
OLDSMOBILE									
Series 88	2,483	2,418	2,667	2,595	.....	.....	188	107	
Super 88	2,635	2,569	2,876	2,803	.....	3,026	188	107	
Series 98	3,293	.....	3,546	3,475	.....	3,735	Standard	Standard	
PACKARD									
Executive	3,465	.....	.....	3,560	.....	.....	Standard	115	
Patrician	4,160	.....	.....	.....	.....	.....	Standard	115	
400	.....	.....	.....	4,190	.....	.....	Standard	115	
Caribbean	.....	.....	.....	5,495	.....	5,995	Standard	Standard	
PLYMOUTH									Plaza 6 bus. coupe, $1,780. Plaza 8 bus. coupe, $1,884. Fury—2-dr. hardtop, $2,862. Suburban 6—2-dr. 2-seat Deluxe Stat. Wag., $2,192; 2-dr. 2-seat Custom Stat. Wag., $2,263; 4-dr. 2-seat Custom Stat. Wag., $2,310; 4-dr. 2-seat Sport Stat. Wag., $2,480. Suburban V-8—2-dr. 2-seat Deluxe Stat. Wag., $2,296; 2-dr. 2-seat Custom Stat. Wag., $2,367; 4-dr. 2-seat Stat. Wag., $2,413; 4-dr. 2-seat Sport Stat. Wag., $2,583.
Plaza 6	1,922	1,879	.....	.....	.....	.....	184	81	
Plaza 8	2,026	1,983	.....	.....	.....	.....	184	81	
Savoy 6	2,021	1,978	.....	2,126	.....	.....	184	81	
Savoy 8	2,125	2,082	.....	2,228	.....	.....	184	81	
Belvedere 6	2,105	2,062	2,277	2,210	.....	.....	184	81	
Belvedere 8	2,209	2,166	2,381	2,313	.....	2,473	184	81	
PONTIAC									
Chieftain 860	2,294	2,236	2,439	2,366	.....	.....	188	107	
Chieftain 870	2,409	.....	2,530	2,476	2,744	.....	188	107	Chieftain 860 2-dr., 2-seat Station Wagon, $2,564; 4-dr., 3-seat Station Wagon, $2,647.
Star Chief	2,523	.....	2,731	2,661	3,124	2,853	204	107	
RAMBLER									Custom 4-dr. hardtop Station Wagon, $2,491.
Deluxe	1,826	.....	.....	.....	.....	.....	188	80	
Super	1,936	.....	.....	.....	2,230	.....	188	80	
Custom	2,056	.....	.....	2,221	2,326	.....	188	80	
STUDEBAKER									Champion 2-dr. sedanet, $1,841. Commander V-8 2-dr. sedanet, $1,970. Hawk 6—Flight Hawk 5-pass. coupe, $1,982. Hawk V-8—Power Hawk 5-pass. coupe, $2,097; Sky Hawk 2-dr. hardtop, $2,473; Golden Hawk 2-dr. hardtop, $3,057. Station Wagons—Pelham 6-cyl. 2-dr., $2,229; Parkview V-8 2-dr., $2,350; Pinehurst V-8 2-dr., $2,525. (Overdrive standard on Golden Hawk; automatic transmission, $100 extra.)
Champion 6	1,993	1,943	.....	.....	.....	.....	189	108	
Commander V-8	2,121	2,072	.....	.....	.....	.....	189	108	
President V-8	2,231	2,184	.....	.....	.....	.....	189	108	
President Classic V-8	2,485	.....	.....	.....	.....	.....	189	108	



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WHTN-TV Huntington
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WJIM-TV Lansing
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KARK-TV Little Rock
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KABC-TV Los Angeles
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Power, Performance Continue Rise in '56

Changes in Engine Specifications for U. S. Cars

	Horsepower* 1956	Horsepower* 1955	TORQUE—Pounds—Feet 1956	TORQUE—Pounds—Feet 1955	Displacement Cubic Inches 1956	Displacement Cubic Inches 1955	Compression Ratio 1956	Compression Ratio 1955
Packard	310	260	405 @ 2800 RPM	355 @ 2400 RPM	374	352	10 to 1	8.5 to 1
Cadillac	305	250	400 @ 3200 RPM	345 @ 3200 RPM	365	331	9.8 to 1	9 to 1
Lincoln	285	225	402 @ 3000 RPM	342 @ 2500 RPM	368	341	9 to 1	8.5 to 1
Imperial	280	250	380 @ 2800 RPM	340 @ 2800 RPM	354	331	9 to 1	8.5 to 1
Chrysler	280	250	380 @ 2800 RPM	340 @ 2800 RPM	354	331	9 to 1	8.5 to 1
Clipper	275	245	380 @ 2800 RPM	325 @ 2400 RPM	352	320	9.5 to 1	8.5 to 1
Studebaker—President	195	175	286 @ 2800 RPM	250 @ 3000 RPM	289	259	7.8 to 1	7.5 to 1
Golden Hawk	275		380 @ 2800 RPM		352		9.5 to 1	
Buick	255	236	341 @ 3200 RPM	330 @ 3000 RPM	322	322	9.5 to 1	9 to 1
DeSoto	255	200	350 @ 3200 RPM	274 @ 2800 RPM	330	291	8.5 to 1	7.5 to 1
Oldsmobile	240	202	350 @ 2800 RPM	332 @ 2400 RPM	324	324	9.3 to 1	8.5 to 1
Pontiac	227	180	312 @ 3000 RPM	264 @ 2400 RPM	317	287	8.9 to 1	8 to 1
Mercury	225	198	324 @ 2600 RPM	286 @ 2500 RPM	312	292	9 to 1	8.5 to 1
Hudson	220	208	320 @ 2200 RPM	300 @ 2000 RPM	352	320	9.6 to 1	7.8 to 1
Nash	220	208	320 @ 2500 RPM	300 @ 2000 RPM	352	320	9.6 to 1	7.8 to 1
Dodge	218	183	309 @ 2000 RPM	245 @ 2800 RPM	315	270	8 to 1	7.6 to 1
PowerPak	230	193	316 @ 2400 RPM	245 @ 2800 RPM	315	270	8 to 1	7.6 to 1
Ford	200	162	285 @ 2600 RPM	258 @ 2200 RPM	292	272	8 to 1	7.6 to 1
Thunderbird	225	198	324 @ 2600 RPM		312	292	9 to 1	8.5 to 1
Plymouth	187	167	265 @ 2400 RPM	231 @ 2400 RPM	277	260	8 to 1	7.6 to 1
PowerPak	200	177	272 @ 2400 RPM	231 @ 2800 RPM	277	260	8 to 1	7.6 to 1
Fury	240		310 @ 2800 RPM		303		9.3 to 1	
Chevrolet	170	162	257 @ 2400 RPM	257 @ 2200 RPM	265	265	8 to 1	8 to 1
PowerPak	205	180	268 @ 3000 RPM	260 @ 2800 RPM	265	265	9.3 to 1	8 to 1
Corvette	225	195	270 @ 3600 RPM	260 @ 3000 RPM	265	265	9.3 to 1	8 to 1
Rambler	120	90	170 @ 1600 RPM	150 @ 1600 RPM	196	196	7.5 to 1	7.3 to 1

* Highest-Powered Standard Models.

As 1956 cars reached the market late in 1955, it was apparent that "performance" would continue to rank with "style" as a major factor in building buyer appeal. To give the new models another appreciable boost in all-around performance capabilities, the general industry trend was toward higher values of horsepower, torque, displacement and compression ratio. This is apparent in the accompanying tabulation of engine specifications for the highest-powered standard models offered by each maker in 1955 and 1956.

With several notable exceptions, the 1956 models were derived by various degrees of face-lifting or modification of the 1955 cars. Completely new bodies were introduced on the 1956 Lincoln and Rambler cars. And an entirely new body shell was, of course, created for Ford's Continental Mark II.

In reviewing engine developments, it is noted that American Motors introduced two new engines. A major re-work of its previous design resulted in a new 120 horsepower, six-cylinder power-plant for the Rambler. The 190 horsepower V-8, for certain Nash and Hudson models, was officially unveiled in March, 1956.

Mechanical changes in 1956 cars also show the result of extensive activity in the design of automatic transmissions and the controls used by the driver. In the new Hydra-Matic, the front-unit multiple-disc clutch was replaced by a special "controlled" fluid coupling. In its 1956 Dynaflow, Buick added a stator member between the two turbine elements. In modifying the Studebaker automatic transmission, engineers discarded the direct-drive lock-up idea (previously in effect at highway speeds) and made other changes that give a low-gear start, regardless of selector lever position.

* * *

Two companies offer push-button control for their automatic transmissions. The unit used on cars built by Chrysler Corp. features direct mechanical actuation, while that on Packard and Clipper cars is electrically operated. Chrysler locates its push-button control for left-hand operation, while Packard-Clipper's controls are by the driver's right hand.

Optional safety belts and modified door latches to give fore-and-aft engagement (preventing doors from springing open in an accident) were among the innovations to gain wide spread acceptance this year. Other engineering features, which seem certain to be the forerunners of similar options to be offered in future models, are the electrically actuated door locks and torpue-bias differential introduced by Packard and Clipper on 1956 models.

In the materials field, aluminum continued to make gains in automotive use. On automatic transmissions, it has become accepted practice to use aluminum for such major components as torque converter housings, transmission case and rear bearing retainer or transmission extention. Aluminum grilles were introduced by DeSoto and Cadillac with the latter make featuring gold-anodized aluminum, which is expected to see wider usage in coming years. Plymouth and Packard were among the other cars to feature aluminum in grille designs, while Hudson offered gold-tone aluminum in exterior trim.

Several interesting improvements of the drum-and-shoe brake were introduced this year. On the Studebaker Hawk, brake drums are ribbed to aid heat dissipation and improve fade resistance. Chrysler and DeSoto have floating-shoe, center-plane brakes to reduce pedal effort and increase lining life. Buick added a novel circumferential groove to improve lining contact with the drum.

* * *

The Horsepower Story

"Horsepower" is a widely discussed and controversial subject in the auto industry today. Horsepower, torque, acceleration, safety passing power and similar expressions are the vogue—while car performance has become a matter of widespread and growing interest.

The sharp rise in horsepower, which has occurred during the past decade, prompts many people to ask questions about the nature of and need for high power levels in a passenger car. Many people have wondered about the relations of power to performance, and its effect on such factors as fuel economy, safety and reliability.

Thus it is undeniable that the subject of horsepower is a timely one. An interested observer can collect a wide variety of opinions concerning the effects of high-output-engines on the American motoring scene. It might even be said that so much opinion has been voiced that reasonable answers tend to be lost in the confusion of many diverse viewpoints—some of which are rather forcefully expressed.

Upon analysis, it is seen that higher horsepower benefits the car owner in many ways. Quite apart from its natural function of improving performance, increased horsepower also can lower gasoline consumption, lengthen engine life and add significantly to passenger comfort. For these reasons, it may be assumed that automobile horsepower ratings will continue to rise in the future.

Whenever engineering progress moves forward at an accelerated pace—as is presently true in the automotive field—it is well to pause occasionally and take stock of what is happening. A review of "The Horsepower Story" at this particular time thus may be helpful in clearing the air and noting some facts "for the record."

* * *

Why Is It Rising?

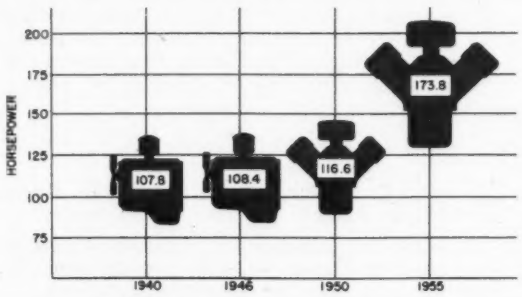
With this thought in mind, the Chrysler Corp. Engineering division has prepared a comprehensive discussion of the present trend to higher engine horsepower. While originally written essentially from the Chrysler viewpoint, the material enumerates principles and presents data that actually are largely industry-wide in application. As derived from this Chrysler reference, the following presentation is designed to explain: (1) Why horsepower is rising; (2) How greater horsepower is related to needs; (3) What real benefits accrue from added power.

High horsepower is a vital sales feature of most present-day cars. It is important because the one word, "horsepower," brings to the mind of the buyer many things which he wants his car to have. He knows that horsepower means more performance for him. It means that, even with all the modern accessories, automatic drive, solidness and comfort, his new, more powerful car will move him briskly through heavy traffic, or accelerate quickly as he enters the rushing flow of a crowded street or expressway. It means that he can pass quickly and surely on crowded highways and maintain steady cruising speeds over all kinds of terrain.

Higher horsepower enables a heavy car to keep all its luxurious characteristics and yet perform with an agility which was once the special province of stripped-down sports models. And the principle way to keep on improving performance—especially at cruising speed—is through higher horsepower, for even with automatic transmissions approaching the ideal, the fundamental physical characteristics of automobiles prevent them from accelerating as well at highway speeds as they can at traffic lights.

With higher horsepower have come related benefits. Lightly-loaded engines of efficient design deliver more ton-miles per gallon than ever before. There is no reason to doubt that this trend will continue.

By operating under most driving conditions at fractional outputs, the new, more powerful engines are assured of longer life. And also, since full power is used only on demand, lower axle ratios permit the engine to run slower, thus quieter, at all speeds, reducing vibration and noise and making cars more restful to drive.



AVERAGE ENGINE HORSEPOWER-1940—1955

Figure 1

All of these benefits owe much to the new engine designs. Only by creating engines with greater efficiency and higher power has it been possible to combine into one automobile the desirable characteristics of economy, durability, and comfort with spirited performance.

* * *

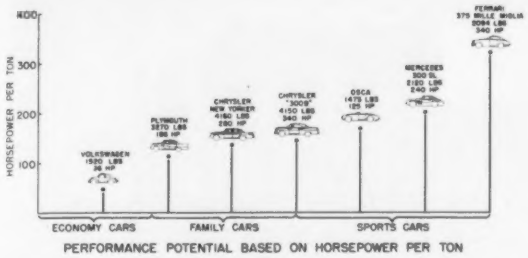
'V-8' Means 'Performance'

"Today's cars are equipped with the most powerful engines ever to appear in American automobiles." This statement could have been made 30 years ago just as well as it can now. Engine horsepower has

(Continued on Page 21, Col. 1)

Other Trend Data

For an illustrated discussion of "case history" for development on a typical post-war V-8, plus 25-year trend charts on engine design factors, vehicle dimensions, fuel economy, car performance, octane requirement and fuel octane number—see pages 21, 114, 116, 117, 118, 119, 120, 122.



PERFORMANCE POTENTIAL BASED ON HORSEPOWER PER TON

Figure 2

Power, Performance Rise on '56 Cars

(Continued from Page 20)

increased almost steadily ever since cars were invented, for greater power is part of the gradual process of improving the automobile.

But since the end of World War II, the rate of horsepower increase has taken a sharp rise, as shown in Figure 1. To explain why, it will be necessary to look back into history.

In the early 1930's, automobile engineers were just beginning to take advantage of a fact they had known about for some time: That you can get more power, more efficiency from any engine by increasing its compression ratio. An early application of this knowledge had been demonstrated to the motoring public in 1924, when Walter P. Chrysler introduced one of the first high-compression engines in his then-infant Chrysler automobile. But further progress was delayed by metallurgical and design limitations and particularly by the lack of a fuel which would operate without detonating in a high-compression engine. So when tetraethyl lead made possible a high-octane fuel, a small revolution took place in engine design. The high-compression engines, which were the products of this revolution, were exploited through the following decade in a manner common to the whole automotive industry; that is, the basic design was used as a foundation for minor, annual modifications until the limit of power obtainable from the design was reached.

In 1942, then, the picture showed engines which were mostly old designs approaching their limits of development. The war came, and work on new engines was put aside in favor of more pressing military programs.

* * *

Major Change After War

AT THE war's end, most automobile manufacturers believed that the time had come for a major engine change. Knowing that the engines they were about to design would be used for upwards of 10 years to follow, they planned carefully. They knew from past experience that people would want more power, greater performance; economy would also be important, and longevity to match that built into other car components. They hoped that continued improvement in fuels would permit higher compression ratios, and they planned on building engines capable of taking advantage of higher compression ratios.

It was decided that the most logical design to satisfy all requirements was the overhead-valve V-8. There are many desirable characteristics inherent in the "V" cylinder arrangement. This type of engine allows maximum displacement for a given weight; it is more rigid and much shorter than an equivalent in-line engine. Its rigidity and innate balance make it exceptionally smooth and quiet in operation. Its compactness adapts it ideally to present-day engine compartments. With overhead valves, it has excellent "breathing" characteristics and good cooling, and its compact combustion chamber improves thermal efficiency.

Widespread appearance of the new V-8 engines in the hands of owners did not occur until around 1950, and it was at this point that the trend toward higher power became apparent. Greater power became almost synonymous with overhead - valve V-8, and the characteristics of this design were such as to permit higher output and at the same time reduce the engine's specific fuel consumption. So the new V-8s were highly satisfactory even in their initial form. But though designers had created a great power potential in the engines, they didn't realize that demand would make them dip into this reserve—calculated to last for years—sooner than they expected.

The buyer response to the new higher-powered V-8 engines has been tremendous. Because people have continually preferred the more powerful engines ever since they have had the option of a time-tested, conventional six or a new V-8, and because the higher-powered cars have held the sales lead in their price classes, horsepower has been increased at an unprecedented rate. And it is continuing to rise.

What are the reasons for this great public acceptance of higher horsepower? Why has a powerful engine become such a desirable commodity? You can find the answers to these questions by examining the vital relationship between engine power and car performance, fuel economy, service life, and passenger comfort.

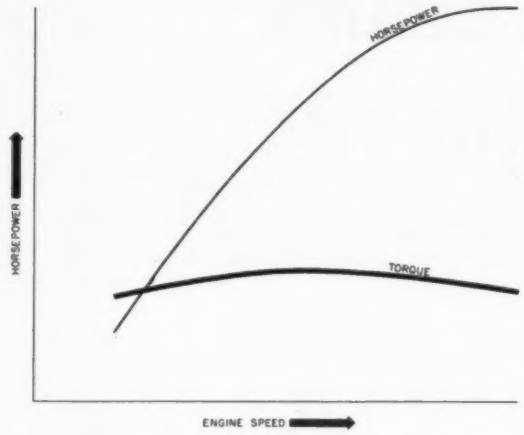
* * *

The Facts About Horsepower

THERE is no question that horsepower is increasing at an accelerating rate. As a matter of record, average engine horsepower has increased more since World War II than it did in the 22 years preceding the war. Credit for this is due largely to the new V-8 engines, whose greater power has made possible many of the improvements in cars during this period.

Today's cars are luxurious. Higher-powered engines contribute to this luxury by offering, in even the low-priced cars, the power and performance once obtainable in only the most expensive makes. Performance, as defined here, is that a exhilarating quality found in those automobiles which accelerate rapidly away from traffic lights, pass slower-moving cars in the shortest distance, and climb the steepest hills without faltering.

Surprisingly enough, more powerful engines offer means for improving fuel economy and increasing



HORSEPOWER AND TORQUE—TYPICAL OHV V-8 ENGINE

Figure 3

durability, while providing a quieter ride and a power reserve to operate the many accessories now so common on automobiles.

In striving to satisfy the demand for these luxury-car features, automobile manufacturers are finding in people a growing awareness that more horsepower *does* add to the enjoyment and safety of driving an automobile.

* * *

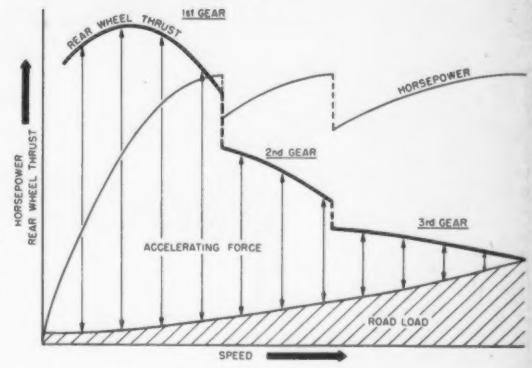
More Power For Extra Equipment

NOWADAYS, cars actually need more power than they did a few years back. Why? First, observe that most cars are heavier today than they were years ago. They're bigger, stronger, safer. They are literally loaded with accessories — automatic transmissions, power steering, power brakes, power seats and windows, heaters and radios. Every one of these features adds to the pleasure of driving the car, but it also adds weight.

Second, consider rolling resistance. The big, soft tires which help give today's car its smooth ride can consume as much as 25 horsepower at 60 miles per hour. This is substantially more than the resistance of the old, thin, high-pressure tires.

Third, think of the accessories, which not only add weight but also use power. Some of this power is absorbed by the fan, water pump, generator, oil pump, power steering pump and the exhaust system. In addition, automatic transmissions, torque converters, air conditioning compressors and bigger generators for increased electrical requirements all subtract engine power before it gets to the wheels. The car of 20 years ago didn't have all these things.

All together, greater weight, higher rolling resistance



FULL-THROTTLE PERFORMANCE OF A CAR WITH CONVENTIONAL 3-SPEED TRANSMISSION

Figure 4

and more horsepower absorbed by accessories reduce the power to the car's rear wheels. So more power is required on today's car just to maintain an established level of performance.

* * *

For Better Performance

WHY is better performance so important? It's important because people want it. They enjoy driving a car that will accelerate briskly around a slow-moving truck or cruise up a stiff grade without complaint. Good performance gives the driver a justified feeling of confidence in his car.

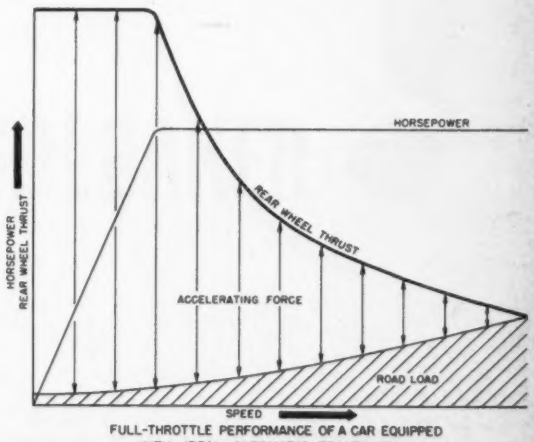
Now, there is no question that the modern automobile performs well by previous passenger car standards. But there is still room for improvement. Anyone who has driven a current model with a V-8 engine will agree that the car's performance is satisfying. But those who have driven a sports car with a higher power-to-weight ratio realize that it could be even better; that there is a surprising and delightful difference between the two. The passenger car may, and often does, develop more horsepower than the sports car, but its greater weight holds it back. And this leads to a rather obvious but important conclusion about performance: The load the engine has to "pull" has a profound effect on the car's accelerating and hill-climbing ability.

From this concept, a rough index of overall performance can be developed simply by dividing a car's maximum horsepower by its weight, obtaining horsepower per pound or ton. Performance, then, can be improved either by raising the engine's rated horsepower or reducing the car's weight. This results in the simple equation: Performance Potential equals maximum horsepower divided by car weight.

This brings up the idea of a scale upon which all cars can be evaluated from a performance point of view. In Figure (2) several cars are compared on this scale. Rated horsepower is divided by weight in tons to provide a rough, graphic comparison of performance potential.

This chart includes a sample of an "economy" car, the German Volkswagen; a typical low-priced American family car, the Plymouth V-8; an American luxury car, the Chrysler New Yorker Deluxe; and the high-performance Chrysler "300B." Also sampled are three sports cars: The OSCA, the Mercedes-Benz 300SL and

(Continued on Page 114)



FULL-THROTTLE PERFORMANCE OF A CAR EQUIPPED WITH IDEAL AUTOMATIC TRANSMISSION

Figure 5

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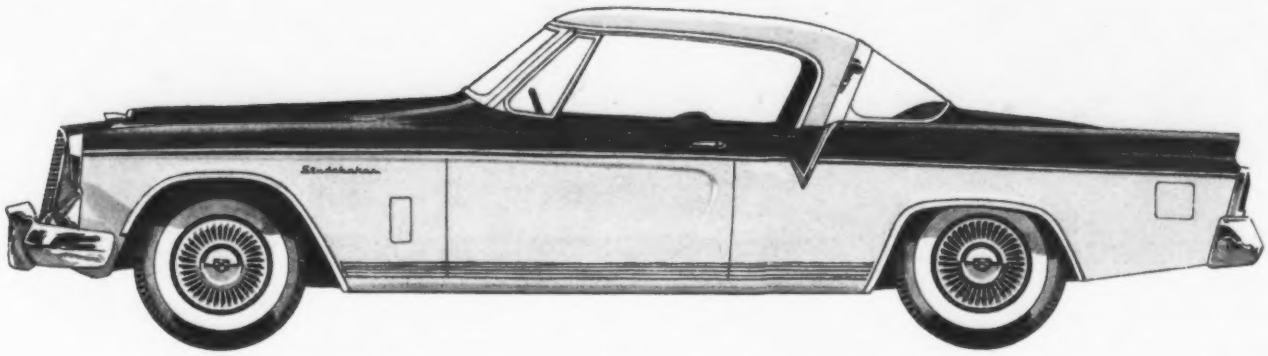

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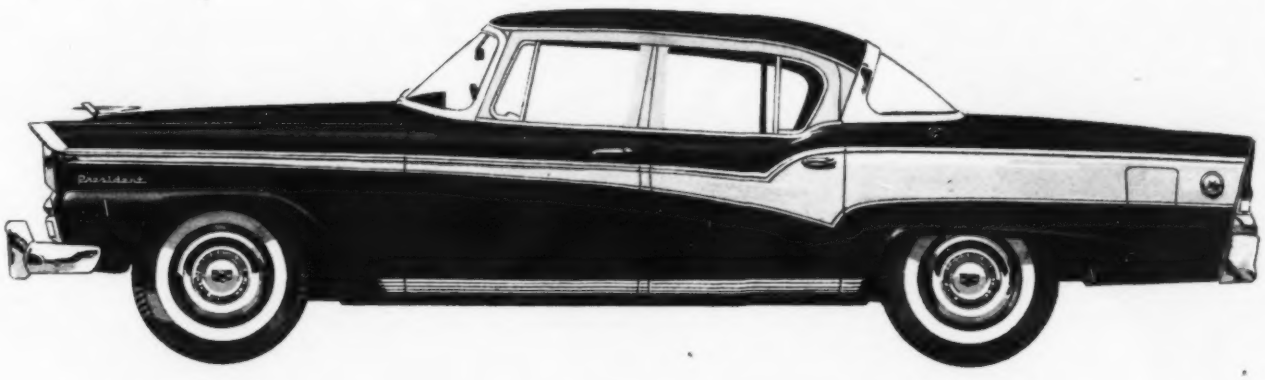

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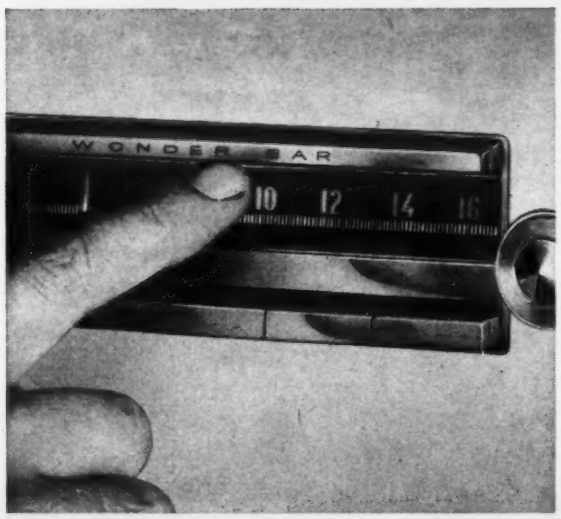

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AS ADVERTISED IN THE SATURDAY EVENING POST, APRIL 14 . . . LIFE, APRIL 23

HOW STATES RANKED IN 1955 CAR PRODUCTION—Michigan's Share Rose; California Regained Second from Missouri

* * * * * *

Location of Vehicle Makers' Plants by Cities and States

ALABAMA

Sheffield—Ford Motor*

ARIZONA

Kingman—[Ford Motor] Phoenix—[International] Mesa—[GM]

ARKANSAS

Malvern—Fabricast (GM)

CALIFORNIA

Oakland—‡Peterbilt, Fisher, ‡Chevrolet
San Leandro—Chrysler Corp., ‡Chrysler Corp.
Emeryville—‡International
San Jose—‡Ford Division
Long Beach—‡Ford Division
Rosemead—‡Mercury*
Anaheim—Delco-Remy (GM)
Los Angeles—‡Chevrolet, ‡Chrysler Corp., ‡Lincoln-Mercury, ‡Studebaker, ‡B-O-P, Fisher

COLORADO

Colorado Springs—[Ford Motor]

CONNECTICUT

Bristol—New Departure (GM)
Meriden—New Departure (GM)
Bridgeport—Metropolitan Body (International Subsidiary)

DELAWARE

Wilmington—‡B-O-P Newark—‡Plymouth* Newark—Chrysler Corp.

GEORGIA

Atlanta—Fisher, ‡B-O-P, ‡Chevrolet, Chrysler Corp., ‡Ford Division

ILLINOIS

Chicago—Diamond T, Ford Motor*, ‡Ford Division, Fisher, Electro-Motive (GM), Delco Radio (GM)
LaGrange—Electro-Motive (GM)
Danville—Central Foundry (GM)

INDIANA

South Bend—[Studebaker], ‡Studebaker (2)
Kokomo—Chrysler Corp., Delco Radio (GM)
Bedford—Fabricast (GM)
Indianapolis—Ford Motor*, Chevrolet, ‡International, Chrysler Corp., Allison (2-GM)
Evansville—Plymouth, ‡Plymouth
Anderson—Delco-Remy (GM), Guide Lamp (GM)
Marion—Fisher*
Mucie—Delco-Remy (GM), Chevrolet
Newcastle—Chrysler Corp.
Ft. Wayne—‡International

KANSAS

Kansas City—Chrysler Corp., ‡B-O-P
Olathe—Delco-Remy (GM)

KENTUCKY

Louisville—‡Ford Division

MARYLAND

Baltimore—‡Chevrolet, Fisher

MASSACHUSETTS

Somerville—‡Ford Division
Framingham—‡B-O-P

MICHIGAN

Flint—Chevrolet (4), ‡Chevrolet, ‡Buick, Ternstedt (GM), Fisher (2), AC Spark Plug (GM)
Saginaw—Chevrolet (3), Saginaw Steering Gear (GM), Central Foundry (GM)
Bay City—Chevrolet
Grand Rapids—Fisher, Diesel Equipment (GM)
Lansing—‡Reo, ‡Oldsmobile, Fisher
Chelsea—[Chrysler Corp.]
Grand Blanc—Fisher
Marysville—Chrysler Corp.
Romeo—[Ford Motor*]
Utica—Packard (3)

DETROIT AREA

Detroit—‡Packard, Studebaker-Packard Corp. (2), Ford Motor (20), Ford Motor (2)*, ‡Lincoln-Mercury, ‡Lincoln*, ‡Mercury*, ‡Continental, ‡Cadillac, ‡DeSoto, ‡Chrysler Division, Chrysler Corp. (28), Chrysler MoPar Division, Chevrolet (4), Ternstedt (GM), Detroit Diesel (2-GM), Cadillac (2), [Ford Motor], [GM], ‡Divco, ‡Ford Division (2), ‡Plymouth, DeSoto, Dodge (2) Detroit Transmission (GM), ‡Dodge, Fisher (6), ‡Pontiac, ‡GMC, Chrysler Division

MINNESOTA

St. Paul—‡Ford Division
Minneapolis—‡Federal

MISSOURI

Kansas City—Ford Motor, ‡Ford Division, Fisher, ‡Chevrolet, ‡Dart
St. Louis—Fisher, ‡Chevrolet, ‡Mercury

NEW JERSEY

Mahwah—‡Ford Division
Bloomfield—‡Chevrolet
Newark—Hyatt Clark (2-GM)
Linden—‡B-O-P
Metuchen—‡Lincoln-Mercury
New Brunswick—Delco-Remy (GM)
Trenton—Ternstedt (GM)
Plainfield—Mack

NEW YORK

Brooklyn—Walter Motor Truck
Tarrytown—‡Chevrolet, Fisher
Green Island—Ford Motor
Syracuse—Brown-Lipe-Chapin (GM)
Elmira Heights—Ward LaFrance
Rochester—Rochester Products (GM)
Buffalo—Ford Motor, ‡Ford Division, Harrison Radiator (GM)
Lockport—Harrison Radiator (GM)
Tonawanda—Chevrolet (2)
Cortland—‡Brockway

NORTH CAROLINA

Henderson—‡Corbitt

OHIO

Toledo—‡Willys Motors, Chevrolet (2)
Lima—Ford Motor*
Defiance—Central Foundry (GM)
Hamilton—Fisher
Norwood—‡Chevrolet, Fisher
Cincinnati—Ford Motor
Sharonville—Ford Motor*
Dayton—Moraine Products (GM), Delco Products (GM) Inland Mfg. (GM), Chrysler Airtemp Division (2)
Springfield—‡International
Columbus—Ternstedt (GM)
Shadyside—Willys Motors
Canton—Ford Motor
Youngstown—Chrysler Corp.
Mansfield—Fisher*
Sandusky—Ford Motor*, New Departure (GM)
Elyria—Brown-Lipe-Chapin (GM)
Euclid—Fisher, Euclid (GM)
Cleveland—Cadillac, Fisher, Euclid (GM), ‡White, Ford Motor (4) Chevrolet

OREGON

Portland—‡White

PENNSYLVANIA

Pittsburgh—Fisher
Jennerstown—[Ford Motor]
Chester—‡Ford Division
Exton—‡White
Allentown—‡Mack

TENNESSEE

Memphis—‡Ford Division
Nashville—Ford Motor*

TEXAS

Arlington—‡B-O-P
Dallas—‡Ford Division

VIRGINIA

Norfolk—‡Ford Division

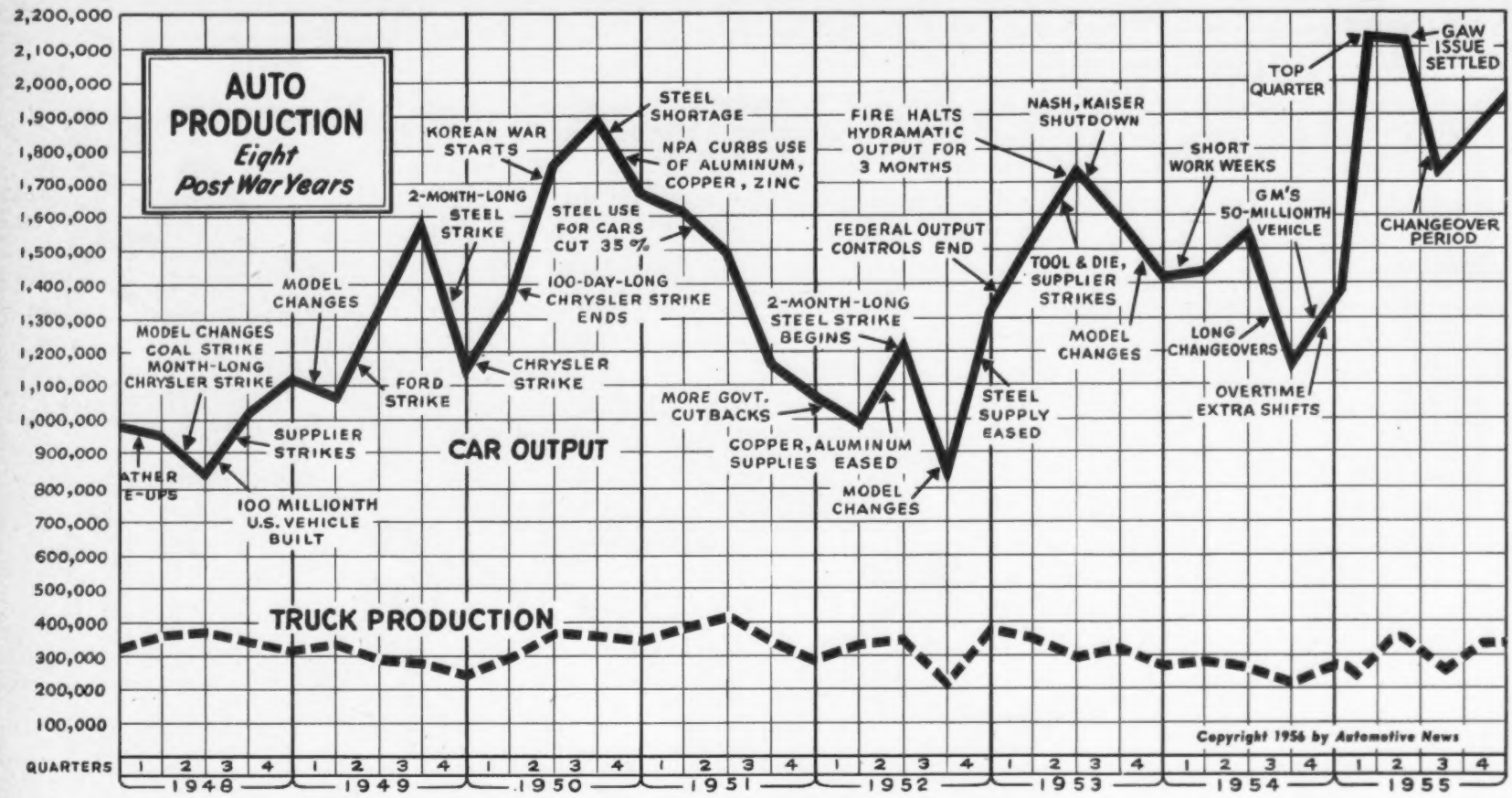
WASHINGTON (State)

Seattle—‡Kenworth

WISCONSIN

Milwaukee—Nash-Hudson, AC Spark Plug
Burlington—[Nash-Hudson]
Kenosha—‡Nash-Hudson
Janesville—‡Chevrolet, Fisher
Clintonville—Four Wheel Drive
Oshkosh—Oshkosh Motor Truck

KEY
‡ Assembly plants. Others are manufacturing facilities. Proving grounds are in brackets [ ].
* Denotes plants under construction.



	1948	1949	1950	1951	1952	1953	1954	1955
Cars	3,911,335	5,118,293	6,658,510	5,330,594	4,337,443	6,134,823	5,508,637	7,942,125
Trucks	1,364,957	1,131,695	1,343,923	1,416,382	1,223,397	1,209,797	1,022,912	1,245,794

1955 Cars—U.S. Production Totals, Makes and Months

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	FIRST HALF TOTAL	JULY	AUGUST	SEPTEMBER	NINE MONTH TOTAL	OCTOBER	NOVEMBER	DECEMBER	GRAND TOTAL, 1955
AMERICAN MOTORS	7,471	15,805	25,893	49,169	21,496	18,236	16,304	105,205	12,550	7,108	5,153	130,016	2,159	12,507	17,110	161,792
Hudson	2,999	6,113	10,365	19,477	6,977	3,584	3,985	34,023	3,319	2,185	1,747	41,274	1,273	4,780	5,361	52,688
Nash	4,472	9,692	15,528	29,692	14,519	14,652	12,319	71,182	9,231	4,923	3,406	88,742	886	7,727	11,749	109,104
CHRYSLER CORP.	127,782	130,530	154,221	412,533	138,915	120,954	120,624	793,026	94,645	69,556	35,896	993,123	114,595	133,589	120,528	1,361,835
Chrysler	17,470	17,063	23,520	58,053	17,760	17,573	18,367	111,753	12,083	244	5,705	129,785	14,898	16,394	14,962	176,039
DeSoto	13,469	14,007	15,813	43,289	14,240	11,845	10,521	79,895	8,431	802	5,569	94,697	11,334	12,677	11,059	129,767
Dodge	32,797	31,392	35,208	99,397	30,472	23,393	25,926	179,188	18,654	10,690	20,398	228,930	28,272	29,460	26,376	313,038
Plymouth	64,046	68,068	79,680	211,794	76,443	68,143	65,810	422,190	55,477	57,820	4,224	539,711	60,091	75,058	68,131	742,991
FORD MOTOR	179,050	175,755	201,907	556,712	201,842	199,807	192,165	1,150,526	177,169	169,248	135,022	1,631,965	209,704	210,692	188,300	2,240,661
Continental	.....	.....	.....	.....	.....	.....	3	3	13	94	255	365	265	265	336	1,231
Ford	143,761	137,175	157,672	438,608	153,940	153,294	149,105	894,947	143,891	140,453	106,083	1,285,374	162,597	163,245	153,308	1,764,524
Lincoln	2,906	3,709	4,479	11,094	4,548	3,866	2,148	21,676	170	1,764	3,788	27,398	3,846	4,545	4,206	39,995
Mercury	32,383	34,871	39,756	107,010	43,354	42,627	40,909	233,900	33,095	26,937	24,896	318,828	42,996	42,637	30,450	434,911
GENERAL MOTORS	327,495	330,967	385,935	1,044,397	370,913	366,966	304,641	2,086,917	366,319	355,771	279,976	3,088,983	186,466	377,295	337,235	3,989,979
Buick	62,427	64,117	79,034	205,578	79,181	76,925	63,373	425,057	71,622	65,383	67,592	629,654	18,976	63,141	69,525	781,296
Cadillac	14,135	13,497	15,384	43,016	14,126	13,497	11,562	82,201	12,878	14,877	3,753	113,709	9,991	14,799	14,835	153,334
Chevrolet	154,517	153,494	173,030	481,041	163,174	164,055	130,666	938,936	172,018	164,011	130,531	1,405,496	85,171	181,519	157,843	1,830,029
Oldsmobile	48,416	50,257	58,593	157,266	58,828	57,860	54,459	328,413	61,091	59,989	53,452	502,945	24,877	61,240	54,398	643,460
Pontiac	48,000	49,602	59,894	157,496	55,604	54,629	44,581	312,310	48,710	51,511	24,648	437,179	47,451	56,596	40,634	581,860
KAISER MOTORS	920	1,296	1,471	3,687	1,091	409	612	5,799	.....	.....	.....	5,799	.....	.....	.....	5,799
Kaiser	.....	.....	.....	.....	.....	409	612	1,021	.....	.....	.....	1,021	.....	.....	.....	1,021
Willys	920	1,296	1,471	3,687	1,091	.....	.....	4,778	.....	.....	.....	4,778	.....	.....	.....	4,778
S-P CORP.	16,790	21,142	24,588	62,520	19,592	18,520	15,045	115,677	9,078	12,810	5,550	143,115	4,939	14,920	19,085	182,059
Packard	4,993	6,230	8,441	19,664	7,867	8,136	7,653	43,320	5,349	4,459	188	53,316	4,426	5,992	5,933	69,667
Studebaker	11,797	14,912	16,147	42,856	11,725	10,384	7,392	72,357	3,729	8,351	5,362	89,799	513	8,928	13,152	112,392
Total Cars, U. S.	659,508	675,495	794,015	2,129,018	753,849	724,892	649,391	4,257,150	659,761	614,493	461,597	5,993,001	517,863	749,003	682,258	7,942,125

Automotive News Estimates

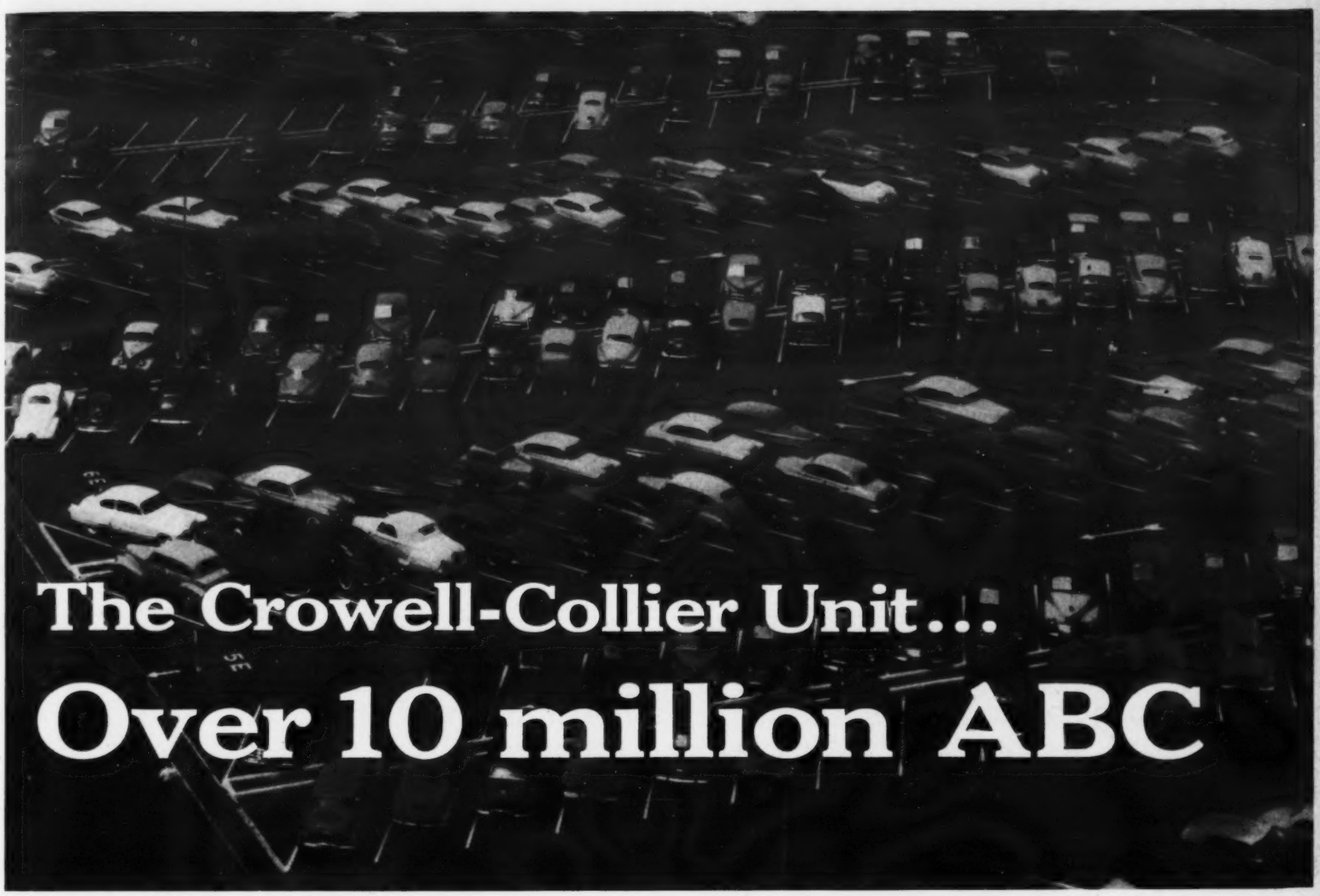
1955 Trucks—U.S. Production Totals, Makes and Months

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	FIRST HALF TOTAL	JULY	AUGUST	SEPTEMBER	NINE MONTH TOTAL	OCTOBER	NOVEMBER	DECEMBER	GRAND TOTAL, 1955
CHEVROLET	25,704	2,909	35,383	63,996	46,866	47,369	38,739	196,970	39,263	37,171	29,809	303,213	28,933	37,673	23,493	393,312
DIAMOND T	319	317	511	1,147	562	496	468	2,673	440	517	450	4,080	389	382	329	5,180
DIVCO	252	240	325	817	329	336	352	1,834	303	359	337	2,833	312	289	405	3,839
DODGE	7,522	5,326	6,918	19,766	10,369	12,054	12,914	55,103	8,501	8,097	5,539	77,240	6,771	6,386	5,221	95,618
FORD	32,348	32,134	35,433	99,915	33,910	30,369	29,851	194,045	26,807	24,252	27,087	272,191	33,910	35,584	32,212	373,897
GMC	5,787	745	6,295	12,827	12,985	13,144	11,440	50,396	9,503	9,627	8,130	77,656	7,224	10,461	9,749	105,090
INTERNATIONAL	9,053	9,552	12,130	30,735	11,996	13,442	14,623	70,796	11,574	8,616	4,876	95,862	6,866	13,254	14,388	130,370
MACK	852	854	1,080	2,786	1,206	1,142	1,597	6,731	1,375	1,490	1,302	10,898	1,382	1,478	1,538	15,296
REO	374	326	436	1,136	512	497	522	2,667	440	541	474	4,122	425	382	261	5,190
STUDEBAKER	1,687	1,816	2,229	5,732	1,891	1,740	1,441	10,804	800	1,714	1,346	14,664	460	2,118	2,045	19,287
WHITE	1,073	1,060	1,341	3,474	1,371	1,396	1,652	7,893	1,167	1,455	1,571	12,086	1,704	1,645	1,778	17,213
WILLYS	6,831	6,370	7,883	21,084	6,685	7,596	5,504	40,869	6,659	3,223	6,119	56,870	7,320	7,220	7,512	78,922
MISCELLANEOUS*	265	231	245	741	204	271	194	1,410	258	216	265	2,149	120	177	134	2,580
Total Cars, U. S.	92,067	61,880	110,209	264,156	128,886	129,852	119,297	642,191	107,090	97,278	87,305	933,864	95,816	117,049	99,065	1,245,794

*Autocar, Sterling and Freightliner are included in White totals.

Automotive News Estimates

Our readers spend over $4 billion* on cars and upkeep



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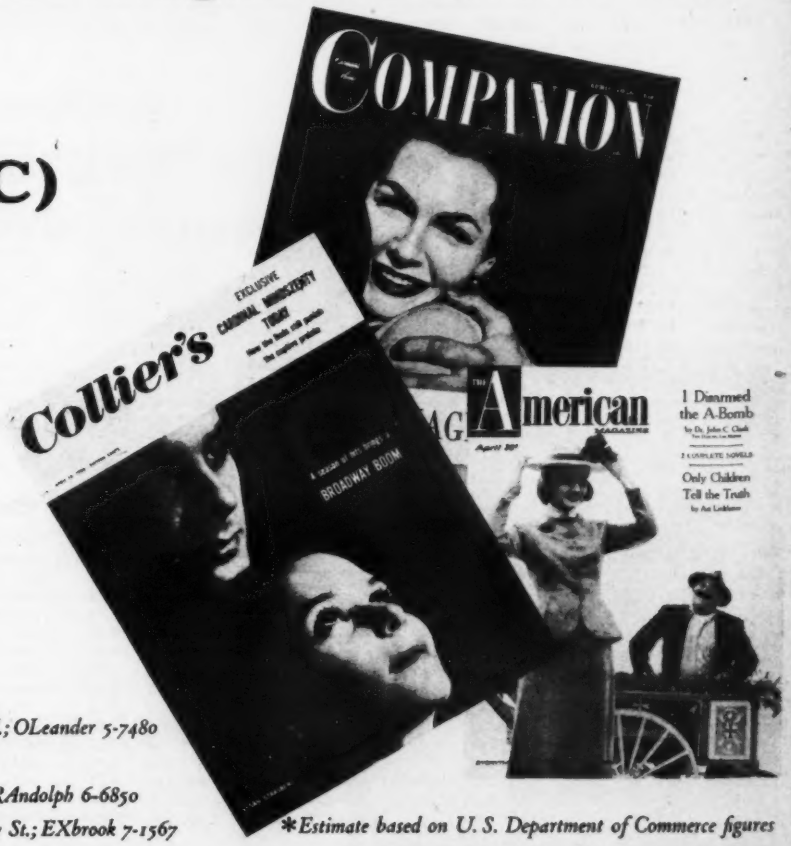

Detroit *3-161 General Motors Bldg.; TRinity 5-5613* **Los Angeles** *8701 Wilshire Blvd.; OLeander 5-7480*
New York *640 Fifth Ave.; PLaza 9-1000* **Boston** *9 Newbury St.; COpley 7-0160*
Cleveland *509 Union Commerce Bldg.; MAin 1-7545* **Chicago** *333 N. Michigan Ave.; RAndolph 6-6850*
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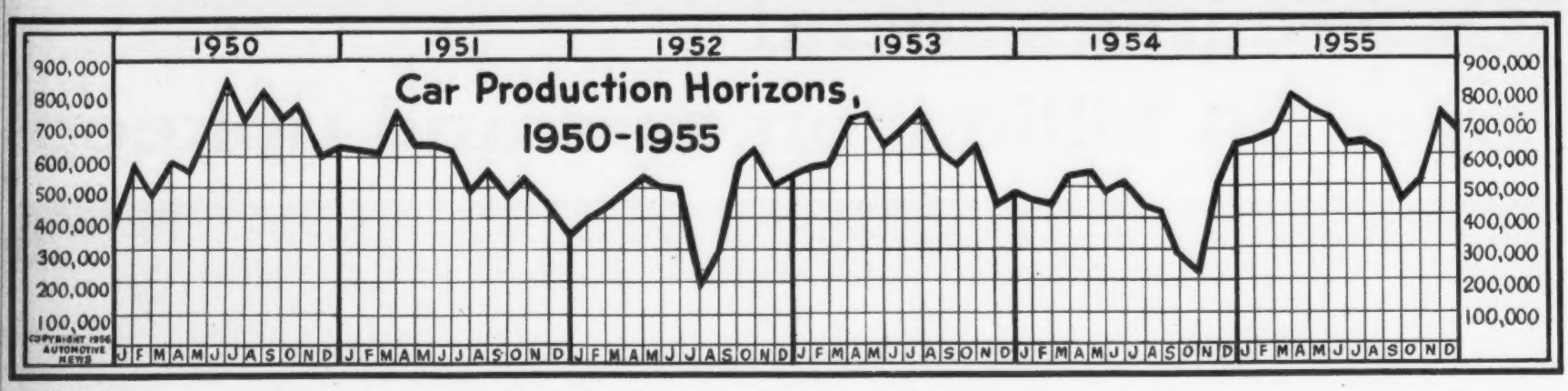
**Estimate based on U. S. Department of Commerce figures*



Automotive News Car and Truck Production Estimates, Makes and Years, 1937-1955

	AMER. MOTORS		CHRYSLER				FORD			GENERAL MOTORS					KAISER MOTORS			S-P CORP.		NON-AFFILIATED		
Year	Hudson	Nash	Chrysler	DeSoto	Dodge†	Plymouth†	Ford†	Lincoln	Mercury	Buick	Cadillac LaSalle	Chevrolet†	Oldsmobile	Pontiac	Frazer	Kaiser**	Willys†	Packard	Studebaker†	Crosley†	Miscellaneous†	Grand Total†
1955	52,688	109,104	176,039	129,767	408,656	742,991	2,139,652	39,995	434,911	781,296	153,334	2,223,341	643,460	581,860	.....	1,021	83,700	69,667	131,679	.....	284,758	9,187,919
1954	31,566	62,611	101,743	69,844	246,647	399,900	1,697,558	35,733	256,730	531,463	123,746	1,739,874	433,810	370,887	.....	5,818	86,375	27,583	100,604	.....	209,057	6,531,549
1953	76,331	135,394	160,410	129,963	398,962	662,515	1,501,335	41,962	320,369	485,353	103,538	1,839,132	319,414	414,011	.....	21,987	129,146	81,400	218,080	.....	305,315	7,344,617
1952*	76,348	152,141	120,678	97,558	422,390	474,836	1,014,284	31,992	195,261	321,048	96,851	1,210,100	228,452	277,156	.....	75,292	168,216	62,989	220,160	1,694	313,394	5,560,840
1951*	93,327	160,859	162,916	120,412	488,360	621,013	1,218,115	25,387	238,854	404,695	103,272	1,544,216	285,634	343,795	.....	99,118	125,022	76,075	274,384	5,598	355,924	6,746,976
1950*	143,006	189,543	164,697	126,664	454,418	569,871	1,532,920	35,485	334,081	552,827	110,535	2,015,158	396,757	467,655	10,217	136,694	86,958	72,098	318,468	8,121	276,260	8,002,433
1949*	142,462	142,592	141,241	105,846	444,746	574,447	1,085,783	33,132	203,339	398,482	81,545	1,493,501	282,885	333,955	6,461	51,534	82,847	104,593	291,875	9,707	239,015	6,249,988
1948*	143,697	118,621	118,937	93,591	412,687	375,803	850,856	43,688	154,702	275,504	66,209	1,165,678	194,755	253,469	59,193	122,123	137,332	98,898	234,004	32,637	323,908	5,276,292
1947*	103,780	113,315	109,415	80,427	394,729	353,689	849,497	29,275	124,612	267,830	49,436	1,031,338	191,418	223,015	72,025	72,465	119,473	52,273	191,451	26,182	327,994	4,793,639
1946*	94,312	98,769	77,075	62,431	285,581	239,824	572,116	13,477	70,946	156,080	28,444	667,250	114,674	131,538	.....	.....	77,988	42,102	120,763	5,008	15,405	2,873,783
1945*	5,047	6,148	367	947	42,189	2,265	92,589	569	2,848	2,482	1,142	94,815	3,498	5,606	.....	.....	1,824	2,977	1,309	.....	4,321	270,943
1942*	6,476	5,500	6,028	4,196	11,863	25,184	32,307	1,276	4,426	16,402	2,874	45,180	11,753	14,358	.....	.....	1,944	5,771	8,834	1,029	476	205,877
1941	79,529	79,535	136,325	93,575	357,608	500,383	922,984	18,301	104,308	316,251	58,526	1,295,952	233,110	278,581	.....	.....	29,300	72,877	133,855	2,289	395,603	5,108,992
1940	87,900	64,256	123,311	88,680	297,829	549,832	805,960	27,378	93,472	311,403	41,704	1,130,518	216,255	239,402	.....	.....	26,578	76,927	124,272	422	386,239	4,692,338
1939	82,161	65,859	72,284	58,465	244,238	381,070	746,887	21,565	89,235	231,219	38,506	931,669	160,551	169,320	.....	.....	24,372	76,366	111,552	2,017	225,272	3,732,608
1938	56,280	33,017	49,936	38,076	169,632	313,106	561,554	19,722	18,682	180,456	28,285	694,188	96,671	104,795	.....	.....	24,083	50,260	52,605	.....	165,429	2,655,777
1937	102,362	87,987	126,260	92,040	379,626	526,066	1,095,984	34,645	.....	232,648	44,736	1,189,779	217,789	232,648	.....	.....	73,928	108,553	91,317	.....	380,197	5,016,565

*U. S. production only **Includes Henry J. †Includes trucks (1945 totals include civilian truck output only.)

Automotive News Estimates

Percentage of Year's Total Output for Each Month, 1943-1955

Passenger Car Production, U. S. Only

	1955 Production	% of Total	1954 Production	% of Total	1953 Production	% of Total	1952 Production	% of Total	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	659,508	8.30	456,766	8.29	465,804	7.59	284,922	6.56	500,559	9.39	495,156	7.44	330,731	6.46	317,674	8.12	248,657	6.99	417,753	7.68
February	675,495	8.50	443,194	8.05	485,271	7.91	330,939	7.63	507,125	9.51	380,978	5.72	328,473	6.42	274,499	7.02	264,335	7.44	410,034	7.58
March	794,015	10.00	526,040	9.55	569,036	9.28	376,542	8.68	607,500	11.40	469,839	7.06	404,836	7.92	351,126	8.98	301,853	8.48	488,976	9.04
April	753,849	9.49	533,458	9.68	601,502	9.80	414,507	9.56	506,253	9.50	455,290	6.84	433,095	8.46	305,367	7.80	314,175	8.84	479,722	8.89
May	724,892	9.13	494,250	8.97	545,739	8.90	393,696	9.08	500,868	9.40	580,876	8.72	394,799	7.71	225,162	5.76	285,642	8.03	460,658	8.41
June	649,391	8.18	504,811	9.16	588,658	9.59	394,592	9.10	484,152	9.08	717,343	10.77	496,863	9.71	315,111	8.06	307,028	8.64	495,328	9.14
July	659,761	8.31	441,598	8.02	597,319	9.74	159,562	3.68	381,619	7.16	601,005	9.03	486,220	9.50	359,755	9.20	281,418	7.92	440,917	8.06
August	614,493	7.74	436,629	7.93	517,518	8.44	237,976	5.49	426,702	8.00	681,854	10.24	560,104	10.94	345,121	8.82	255,224	7.18	452,847	8.31
September	461,597	5.81	285,865	5.19	472,707	7.70	440,630	10.16	357,426	6.71	609,763	9.16	534,500	10.44	299,515	7.66	311,185	8.75	419,243	7.95
October	517,863	6.52	235,936	4.28	533,611	8.70	479,896	11.06	413,871	7.76	659,371	9.90	488,779	9.55	376,801	9.63	316,070	8.89	446,911	8.48
November	749,003	9.43	508,418	9.23	361,808	5.90	403,693	9.31	359,682	6.75	503,862	7.57	368,056	7.19	365,118	9.34	305,621	8.60	436,140	8.15
December	682,258	8.59	641,672	11.65	395,850	6.45	420,488	9.69	284,837	5.34	503,173	7.55	291,837	5.70	376,086	9.61	364,457	10.24	440,073	8.31
Total	7,942,125	100%	5,508,637	100%	6,134,823	100%	4,337,443	100%	5,330,594	100%	6,658,510	100%	5,118,293	100%	3,911,335	100%	3,555,665	100%	5,388,602	100%

Motor Truck Production, U. S. Only

	1955 Production	% of Total	1954 Production	% of Total	1953 Production	% of Total	1952 Production	% of Total	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	92,067	7.39	97,670	9.55	111,949	9.25	105,519	8.63	126,396	8.92	97,685	7.27	113,640	10.04	107,120	7.85	100,978	8.16	105,891	8.57
February	61,880	4.97	86,173	8.42	100,642	8.32	101,730	8.31	113,137	7.99	90,187	6.70	104,591	9.24	108,045	7.92	113,710	9.18	97,788	7.89
March	110,209	8.85	100,389	9.81	132,013	10.91	110,793	9.06	139,468	9.85	110,361	8.21	115,744	10.23	137,717	10.09	115,567	9.33	119,140	9.59
April	128,886	10.35	96,869	9.47	128,836	10.65	113,085	9.24	135,083	9.54	102,972	7.63	105,064	9.28	130,201	9.54	112,747	9.11	117,083	9.43
May	129,852	10.42	89,286	8.73	88,775	7.34	107,721	8.81	140,543	9.92	121,660	9.06	84,470	7.46	109,560	8.03	87,526	7.07	106,599	8.54
June	119,297	9.57	88,553	8.66	75,144	6.21	105,270	8.60	133,163	9.40	134,885	10.04	103,365	9.13	119,168	8.73	92,963	7.51	107,979	8.65
July	107,090	8.60	76,146	7.44	111,047	9.18	35,203	2.88	113,802	8.03	110,548	8.23	98,122	8.67	115,643	8.47	100,314	8.10	96,435	7.73
August	97,278	7.81	73,270	7.16	101,544	8.39	59,829	4.89	122,478	8.65	135,605	10.10	101,757	8.99	114,061	8.36	85,185	6.88	99,001	7.91
September	87,305	7.01	66,746	6.53	95,721	7.91	114,755	9.38	106,077	7.49	103,468	7.70	84,877	7.50	108,944	7.98	118,315	9.56	98,467	7.90
October	95,816	7.69	63,801	6.24	89,105	7.38	135,806	11.10	107,131	7.56	111,418	8.30	80,823	7.14	103,736	7.60	116,547	9.42	100,465	8.05
November	117,049	9.39	90,436	8.84	76,630	6.33	113,561	9.28	94,405	6.67	97,503	7.26	69,377	6.13	107,535	7.88	91,326	7.38	95,314	7.68
December	99,065	7.95	93,573	9.15	98,388	8.13	120,125	9.82	84,699	5.98	127,631	9.50	69,865	6.19	103,227	7.55	102,796	8.30	99,930	8.06
Total	1,245,794	100%	1,022,912	100%	1,209,794	100%	1,223,397	100%	1,416,382	100%	1,343,923	100%	1,131,695	100%	1,364,957	100%	1,237,974	100%	1,244,092	100%

Combined Passenger Car and Truck Production, U. S. Only

	1955 Production	% of Total	1954 Production	% of Total	1953 Production	% of Total	1952 Production	% of Total	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	751,575	8.18	554,436	8.49	577,753	7.87	390,441	7.02	626,955	9.29	592,841	7.41	444,371	7.11	424,794	8.05	349,635	7.29	523,644	7.86
February	737,375	8.03	529,367	8.10	585,913	7.98	432,669	7.78	620,262	9.19	471,165	5.89	433,064	6.93	382,544	7.25	378,045	7.89	507,822	7.67
March	904,224	9.84	626,429	9.59	701,049	9.55	487,335	8.76	746,968	11.07	580,200	7.25	520,580	8.33	488,843	9.27	417,420	8.72	608,116	9.15
April	882,735	9.61	630,327	9.65	730,338	9.93	527,592	9.49	641,336	9.51	558,262	6.98	538,159	8.61	435,568	8.26	426,922	8.91	596,805	8.99
May	854,744	9.30	583,536	8.93	634,514	8.64	501,417	9.02	641,411	9.51	702,536	8.78	479,269	7.67	334,722	6.34	373,168	7.79	567,257	8.44
June	768,688	8.37	593,364	9.08	663,802	9.04	499,862	8.99	617,315	9.15	852,228	10.65	600,228	9.60	434,279	8.23	399,991	8.34	603,307	9.05
July	766,851	8.35	517,744	7.93	708,366	9.64	194,765	3.50	495,421	7.34	711,553	8.89	584,342	9.35	475,398	9.01	381,732	7.96	537,352	8.00
August	711,771	7.75	509,899	7.81	619,062	8.43	297,805	5.36	549,180	8.14	817,459	10.22	661,861	10.59	459,182	8.70	340,409	7.10	551,848	8.23
September	548,902	5.97	352,611	5.40	568,428	7.74	555,386	9.99	463,503	6.87	713,231	8.91	619,377	9.91	408,459	7.74	429,500	8.96	517,710	7.94
October	613,679	6.68	299,737	4.59	622,716	8.48	615,702	11.07	521,002	7.72	770,789	9.63	569,602	9.11	480,537	9.11	432,617	9.02	547,376	8.38
November	866,052	9.42	598,854	9.17	438,438	5.97	517,254	9.30	454,087	6.73	601,365	7.51	437,433	7.00	472,653	8.96	396,947	8.28	531,454	8.04
December	781,323	8.50	735,245	11.26	494,238	6.73	540,613	9.72	369,536	5.48	630,804	7.88	361,702	5.79	479,313	9.08	467,253	9.74	540,003	8.25
Total	9,187,919	100%	6,531,549	100%	7,344,617	100%	5,560,840	100%	6,746,976	100%	8,002,433	100%	6,249,988	100%	5,276,292	100%	4,793,639	100%	6,632,694	100%

Automotive News Estimates

Mainstays of the Hertz rental fleet are the late-model cars you see above. Front row (left to right)—Buick, Ford, Chevrolet. Back row—Cadillac, Oldsmobile, Plymouth. Hertz depends on Champion Spark Plugs to keep its rent-a-cars rolling

Why does Hertz — world's largest rental fleet — use Champion Spark Plugs?

Operating 15,500 cars and 15,000 trucks, Hertz wants the most power and the most miles per gallon . . . so Hertz uses full-firing Champions!

You can bet that Hertz — world's largest rental fleet — knows all there is to know about spark plug performance and value!

In tropic heat, in arctic cold — in countries all around the globe — Hertz has put spark plugs through the world's toughest road test. And the fact that Hertz uses 5-rib Champions speaks for itself!

Champions are the choice of more independent car manufacturers, for original equipment, than any other plug. And Champions have a long lead in popularity with America's racing drivers, who win more than twice as many races with Champions as with all other plugs combined.

These facts—plus sales records—prove Champions are the world's favorite spark plugs. For original equipment or replacement — use and sell dependable, 5-rib Champions. You can't buy a better spark plug.

CHAMPION

LOOK FOR THE 5 RIBS

Top success story of the past year:

Blue Chip GMC's moving faster than any other full line of trucks

EVEN WHEN they were still a gleam in the production manager's eye, we knew these new Blue Chip GMC's were destined to go places.

But we hardly expected their sales to soar so far so fast—

Complete 1955 figures speak for themselves: *GMC registrations leaped to 127.4% of '54—a good year in itself. That was a far faster rate of growth than any other full-line truck manufacturer could report.*

In certain weight brackets, GMC did even better than that. During the final quarter of the year, Blue Chip models captured 38.2% of the popular 3- through 4½-ton class. In the same period—throughout the entire truck-market—they outsold all but the "low-priced two."

Early '56 reports indicate this momentum is still growing. And as the stream of GMC advances continue to open the doors on vast new markets, it's little wonder the GMC franchise has become the most coveted in all trucking!

If you'd like to share in the opportunities that only this franchise can offer—and your town's not represented by a GMC dealer—write, wire or phone us *today!*

GMC TRUCK & COACH

—A General Motors Division

The better you know GMC—the better the truck business looks

Each TRUCK Maker's Share of Output . . .

How They Fared in '55-'54

(U. S. Truck Production)

	Total Output, 1955	Pct. of 1955 Total	Total Output, 1954	Pct. of 1954 Total	Gain or Loss
CHEVROLET	393,312	31.57	325,509	31.82	—0.25
DIAMOND T	5,180	0.41	3,568	0.35	+0.06
DIVCO	3,839	0.31	2,899	0.28	+0.03
DODGE	95,618	7.68	94,881	9.29	—1.61
FORD	373,897	30.01	302,796	29.60	+0.41
GMC	105,090	8.24	76,499	7.48	+0.96
INTERNATIONAL	130,370	10.46	94,744	9.26	+1.20
MACK	15,296	1.23	7,312	0.72	+0.51
REO	5,190	0.42	7,206	0.70	—0.28
STUDEBAKER	19,287	1.55	15,235	1.49	+0.06
WHITE	17,213	1.38	10,764	1.05	+0.33
WILLYS	78,922	6.33	75,434	7.37	—1.04
MISCELLANEOUS	2,580	0.21	6,065	0.59	—0.38
Total Trucks, U. S.	1,245,794	100.00	1,022,912	100.00	

Output by States

Percent of CARS produced in each state:

1955 Pos.	%		1954 Pos.	%
1	34.1	Michigan	32.1	1
2	10.1	California	8.7	3
3	8.1	Missouri	9.5	2
4	6.3	New Jersey	6.2	4
5	5.2	Georgia	4.8	5
6	4.7	Wisconsin	3.5	7
7	4.4	New York	4.7	6
8	3.6	Texas	3.2	9
9	3.2	Indiana	2.7	13
10	2.8	Massachusetts	3.2	10
11	2.8	Kansas	2.8	12
12	2.7	Maryland	3.4	8
13	2.1	Delaware	2.2	14
14	2.1	Ohio	3.1	11
15	1.6	Illinois	2.1	15
16	1.4	Minnesota	1.7	16
17	1.3	Kentucky	1.4	20
18	1.2	Virginia	1.6	17
19	1.2	Tennessee	1.5	19
20	1.1	Pennsylvania	1.6	18

Each CAR Maker's Share of Output . . .

How They Fared in '55-'54

(U. S. Production)

	Total Output, 1955	Pct. of 1955 Total	Total Output, 1954	Pct. of 1954 Total	Gain or Loss
CHRYSLER CORP.	1,361,835	17.15	723,253	13.13	+4.02
Chrysler	176,039	2.22	101,743	1.85	+0.37
DeSoto	129,767	1.63	69,844	1.27	+0.36
Dodge	313,038	3.94	151,766	2.75	+1.19
Plymouth	742,991	9.36	399,900	7.26	+2.10
FORD MOTOR	2,240,661	28.21	1,687,225	30.63	—2.42
Continental	1,231	0.01	.....	.....	+0.01
Ford	1,764,524	22.22	1,394,762	25.32	—3.10
Lincoln	39,995	.50	35,733	.65	—0.15
Mercury	434,911	5.48	256,730	4.66	+0.82
GENERAL MOTORS	3,989,979	50.24	2,874,271	52.18	—1.94
Buick	781,296	9.84	531,463	9.65	+0.19
Cadillac	153,334	1.93	123,746	2.25	—0.32
Chevrolet	1,830,029	23.04	1,414,365	25.67	—2.63
Oldsmobile	643,460	8.10	433,810	7.88	+0.22
Pontiac	581,860	7.33	370,887	6.73	+0.60
Total Big 3	7,592,475	95.60	5,284,749	95.94	—0.34
AMERICAN MOTORS	161,792	2.04	94,177	1.71	+0.33
Hudson	52,688	.66	31,566	.57	+0.09
Nash	109,104	1.38	62,611	1.14	+0.24
KAISER MOTORS	5,799	0.07	16,759	0.30	—0.23
Kaiser	1,021	0.01	5,818	0.10	—0.09
Willys	4,778	0.06	10,941	0.20	—0.14
S-P CORP.	182,059	2.29	112,952	2.05	+0.24
Packard	69,667	0.88	27,583	0.50	+0.38
Studebaker	112,392	1.41	85,369	1.55	—0.14
Total Independents	349,650	4.40	223,888	4.06	+0.34
Total Cars, U. S.	7,942,125	100.00	5,508,637	100.00	

Alltime U.S. Car-Output Records by Makes

	Year	Total
AMERICAN MOTORS		
Hudson	1929	300,962
Nash	1950	189,543
CHRYSLER CORP.		
Chrysler	1955	176,039
DeSoto	1953	129,963
Dodge	1950	326,928
Plymouth	1955	742,991
FORD MOTOR		
Ford	1923	1,817,891
Lincoln	1948	43,688
Mercury	1955	434,911
GENERAL MOTORS		
Buick	1955	781,296
Cadillac	1955	153,334
Chevrolet	1955	1,830,029
Oldsmobile	1955	643,460
Pontiac	1955	581,860
STUDEBAKER-PACKARD		
Studebaker	1950	268,145
Packard	1948	109,000

Truck-Trailer Production — Percentage of Total by Types, 1948 Through 1955

	1955 Prod.	1955 %	1954 Prod.	1954 %	1953 Prod.	1953 %	1952 Prod.	1952 %	1951 Prod.	1951 %	1950 Prod.	1950 %	1949 Prod.	1949 %	1948 Prod.	1948 %
TOTAL TRAILER PRODUCTION	77,854	100.0	55,399	100.0	97,102	100.0	58,078	100.0	67,384	100.0	64,617	100.0	33,097	100.0	44,478	100.0
Government & Export	3,344	4.3	10,177	18.7	....*	....	....	....	....	....	....	....	....	....	....	....
All Other Customers	74,498	95.7	45,222	81.3	....*	....	....	....	....	....	....	....	....	....	....	....
Complete Trailers, Total	75,091	96.5	53,105	95.9	93,796	96.6	54,693	94.2	64,119	95.2	62,270	96.3	31,571	95.4	42,395	95.3
Vans, Total	47,498	61.0	26,185	47.3	31,969	32.8	24,043	41.4	32,571	48.3	38,257	59.2	18,317	55.4	23,199	52.2
Insulated and Refrigerated***	5,216	6.7	4,290	7.8	4,029	4.1	3,320	5.7	4,179	6.2	3,925	6.0	2,642	8.0	2,279	5.1
Furniture, Total***	1,960	2.5	1,079	2.0	1,518	1.5	1,394	2.4	1,365	2.0	....**	....	....	....	546	1.2
All Other Closed Top Vans***	35,565	45.7	18,688	33.5	22,590	23.2	16,785	28.9	23,673	35.1	30,368	47.1	14,056	42.5	18,918	41.4
Open Top, Total***	4,757	6.1	2,128	4.0	3,832	3.9	2,544	4.4	3,355	5.0	3,964	6.1	1,619	4.8	2,002	4.5
Tanks, Total	5,843	7.5	6,143	11.1	4,732	4.8	5,201	8.9	5,961	8.9	3,982	6.2	2,035	6.1	3,550	8.0
Petroleum	5,083	6.5	5,477	9.9	3,917	4.0	4,365	7.5	5,319	7.9	3,688	5.9	1,855	5.6	3,176	7.2
All Other Tank Trailers	760	1.0	666	1.2	815	.8	836	1.4	642	1.0	294	.4	180	.5	374	.8
Pole, Pipe and Logging, Total	2,198	2.9	1,349	2.4	1,623	1.7	2,395	4.1	3,004	4.5	2,512	3.9	1,260	3.8	3,671	8.3
Single Axle	779	1.0	527	.9	603	.6	991	1.7	1,231	1.8	1,434	2.2	642	1.9	2,064	4.7
Tandem Axle	1,419	1.9	822	1.5	1,020	1.1	1,404	2.4	1,773	2.7	1,078	1.7	618	1.9	1,607	3.6
Platforms, Total	10,821	13.9	7,090	12.8	13,706	14.1	13,403	23.1	13,417	19.9	11,470	17.7	6,159	18.6	7,514	16.8
Racks, livestock and stake	1,100	1.4	837	1.5	3,740	3.9	4,270	7.4	1,943	2.9	1,590	2.4	950	2.9	1,588	3.5
Grain bodies, all types	1,201	1.5	830	1.5	907	.9	1,273	2.2	855	1.3	642	1.0	359	1.1	586	1.3
Platforms, all others	8,520	11.0	5,423	9.8	9,059	9.3	7,860	13.5	10,619	15.7	9,238	14.3	4,850	14.6	5,340	12.0
Lowbed Heavy Haulers	2,915	3.7	3,174	5.7	5,444	5.6	5,696	9.7	4,188	6.2	1,758	2.7	1,426	4.3	1,821	4.1
Dump Trailers	1,987	2.6	1,090	2.0	1,182	1.2	1,026	1.7	1,321	2.0	908	1.4	470	1.4	504	1.1
All Other Trailers	3,829	4.9	8,074	14.6	35,140	36.2	2,929	5.0	3,657	5.4	3,383	5.2	1,904	5.8	2,136	4.8
Trailer Chassis Only	2,763	3.5	2,294	4.1	3,306	3.4	3,385	5.8	3,265	4.8	2,347	3.7	1,526	4.6	2,083	4.7
UNITS SHIPPED, TOTAL	76,272		54,582		96,699		57,973		64,691		65,966		34,273		46,960	
DOLLAR VALUE OF SHIPMENTS	$370,711,000		$245,501,000		$294,849,000		$228,378,000		$245,315,000		$229,685,000		$119,098,000		$139,996,000	

* No Breakdown Available
** Combined with All Other Closed Top Vans
*** Steel and Aluminum

Compiled by: Truck-Trailer Manufacturers Assn., Inc.
From Bureau of Census "Facts for Industry" Reports.

1955 Vehicles--Canadian Production Totals by Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Nine Month Total	October	November	December	Grand Total, 1955
AMERICAN MOTORS	181	276	431	888	439	482	386	2,195	271	294	.....	2,760	.....	88	399	3,247
Cars	181	276	431	888	439	482	386	2,195	271	294	.....	2,760	.....	88	399	3,247
CHRYSLER CORP.	9,064	8,789	10,409	28,262	10,020	10,853	8,904	58,039	9,516	3,956	4,434	75,945	8,916	11,838	11,801	108,500
Cars	8,544	8,591	9,595	26,730	8,814	9,404	7,609	52,557	8,343	3,445	3,519	67,864	7,949	10,801	10,830	97,444
Trucks	520	198	814	1,532	1,206	1,449	1,295	5,482	1,173	511	915	8,081	967	1,037	971	11,056
FORD MOTOR CO.	38	5,672	16,047	21,757	20,170	22,409	22,849	87,185	18,190	6,353	9,090	120,818	13,654	16,867	14,371	165,710
Cars	.....	4,192	14,658	18,850	16,194	18,016	19,126	72,186	15,293	5,181	8,122	100,782	12,301	14,730	12,089	139,902
Trucks	38	1,480	1,389	2,907	3,976	4,393	3,723	14,999	2,897	1,172	968	20,036	1,353	2,137	2,282	25,808
GENERAL MOTORS	18,358	16,519	21,468	56,345	21,698	22,740	22,096	122,879	18,696	12,065	4,680	158,320	.....	.....	.....	158,320
Cars	16,063	15,667	17,930	49,660	16,622	17,748	17,363	101,393	14,242	9,410	3,520	128,565	.....	.....	.....	128,565
Trucks	2,295	852	3,538	6,685	5,076	4,992	4,733	21,486	4,454	2,655	1,160	29,755	.....	.....	.....	29,755
STUDEBAKER-PACKARD	814	1,104	1,306	3,224	685	839	741	5,489	709	502	291	6,991	.....	697	1,008	8,696
Cars	814	1,104	1,210	3,128	685	699	721	5,233	709	502	291	6,735	.....	697	1,008	8,440
Trucks	.....	.....	96	96	.....	140	20	256	.....	.....	.....	256	.....	.....	.....	256
INTERNATIONAL	577	586	872	2,035	854	910	1,000	4,799	631	920	270	6,620	627	.....	881	8,128
Trucks	577	586	872	2,035	854	910	1,000	4,799	631	920	270	6,620	627	.....	881	8,128
Total Cars and Trucks, Canada	29,032	32,946	50,533	112,511	53,866	58,233	55,976	280,586	48,013	24,090	18,765	371,454	23,197	29,490	28,460	452,601

Factory Sales and Wholesale Value—U. S. Plants

	PASSENGER CARS		MOTOR TRUCKS & BUSES		TOTAL	
	Number	Value	Number	Value	Number	Value
1900	4,192	$ 4,899,443	.....	$	4,192	$ 4,899,443
1901	7,000	8,183,000	.....	.....	7,000	8,183,000
1902	9,000	10,395,000	.....	.....	9,000	10,395,000
1903	11,235	13,000,000	.....	.....	11,235	13,000,000
1904	22,130	23,357,692	700	1,272,747	22,830	24,630,439
1905	24,250	38,670,000	750	1,330,000	25,000	40,000,000
1906	33,200	61,460,000	800	1,440,000	34,000	62,900,000
1907	43,000	91,620,000	1,000	1,780,000	44,000	93,400,000
1908	63,500	135,250,000	1,500	2,550,000	65,000	137,800,000
1909	123,990	159,765,721	3,297	5,333,683	127,287	165,099,404
1910	181,000	215,340,000	6,000	9,660,000	187,000	225,000,000
1911	199,319	225,000,000	10,681	21,000,000	210,000	246,000,000
1912	356,000	335,000,000	22,000	43,000,000	378,000	378,000,000
1913	461,500	399,902,000	23,500	44,000,000	485,000	443,902,000
1914	548,139	420,838,378	24,900	44,219,096	573,039	465,057,474
1915	895,930	575,978,000	74,000	125,800,000	969,930	701,778,000
1916	1,525,578	921,378,000	92,130	161,000,000	1,617,708	1,082,378,000
1917	1,745,792	1,053,505,781	128,157	220,982,668	1,873,949	1,274,488,449
1918	943,436	801,937,925	227,250	434,168,992	1,170,686	1,236,106,917
1919	1,651,625	1,365,395,415	224,731	371,422,820	1,876,356	1,736,818,235
1920	1,905,560	1,809,170,963	321,789	423,249,410	2,227,349	2,232,420,373
1921	1,468,067	1,038,191,037	148,052	166,070,810	1,616,119	1,204,261,847
1922	2,274,185	1,494,513,991	269,991	226,049,658	2,544,176	1,720,563,649
1923	3,624,717	2,196,272,116	409,295	308,537,929	4,034,012	2,504,810,045
1924	3,185,881	1,970,096,559	416,659	318,580,580	3,602,540	2,288,677,139
1925	3,735,171	2,458,370,026	530,659	458,400,277	4,265,830	2,916,770,303
1926	3,692,317	2,607,364,519	608,617	484,823,435	4,300,934	3,092,187,954
1927	2,936,533	2,164,670,891	464,793	420,130,624	3,401,326	2,584,801,515
1928	3,775,417	2,572,599,143	583,342	460,108,903	4,358,759	3,032,708,046
1929	4,455,178	2,790,614,309	881,909	622,533,897	5,337,087	3,413,148,206
1930	2,787,456	1,644,083,152	575,364	390,752,061	3,362,820	2,034,835,213
1931	1,948,164	1,108,246,698	432,262	265,444,618	2,380,426	1,373,691,316
1932	1,103,557	616,860,347	228,303	137,624,157	1,331,860	754,484,504
1933	1,560,599	773,424,963	329,218	175,380,863	1,889,817	948,805,826
1934	2,160,865	1,140,478,174	576,205	326,781,688	2,737,070	1,467,259,862
1935	3,273,874	1,707,836,325	697,367	380,997,330	3,971,241	2,088,833,655
1936	3,679,242	2,014,747,225	782,220	463,719,466	4,461,462	2,478,466,691
1937*	3,929,203	2,240,912,620	891,016	537,314,633	4,820,219	2,778,227,253
1938	2,019,566	1,241,032,295	488,841	329,917,646	2,508,407	1,570,949,941
1939	2,888,512	1,770,231,597	700,377	489,786,701	3,588,889	2,260,018,298
1940	3,717,385	2,370,654,083	754,901	567,820,414	4,472,286	2,938,474,497
1941	3,779,682	2,567,205,996	1,060,820	1,069,799,855	4,840,502	3,637,005,851
1942	222,862	163,813,559	818,662	1,427,456,801	1,041,524	1,591,270,360
1943	139	101,799	699,689	1,451,794,475	699,828	1,451,896,274
1944	610	446,704	737,524	1,700,928,939	738,134	1,701,375,643
1945	69,532	57,254,655	655,683	1,181,955,532	725,215	1,239,210,187
1946	2,148,699	1,979,781,084	940,866	1,043,247,276	3,089,565	3,023,028,360
1947	3,558,178	3,996,017,000	1,239,443	1,731,713,000	4,797,621	5,667,730,000
1948	3,909,270	4,870,423,000	1,376,274	1,880,475,000	5,285,544	6,750,898,000
1949	5,119,466	6,650,857,000	1,134,185	1,394,035,000	6,253,651	8,044,892,000
1950	6,665,863	8,468,137,000	1,337,193	1,707,748,000	8,003,056	10,175,885,000
1951	5,338,435	7,241,275,000	1,426,828	2,323,859,000	6,765,263	9,565,134,000
1952	4,320,794	6,455,114,000	1,218,165	2,319,789,000	5,538,959	8,774,903,000
1953	6,116,948	9,002,580,000	1,206,266	2,089,060,000	7,323,214	11,091,640,000
1954	5,558,897	8,218,094,000	1,042,174	1,660,019,000	6,601,071	9,878,113,000
1955†	7,920,133	12,350,000,000	1,249,011	2,050,000,000	9,169,144	14,400,000,000
TOTALS	123,700,773	116,552,348,185	28,075,359	34,474,865,984	151,776,132	151,027,214,169

†Preliminary estimate.

NOTES: Passenger car and truck totals, units and value, have been revised for years 1928 to 1939 inclusive, in order to make the classifications of all vehicles comparable with the post-War II years 1946 to date. In addition, some other adjustments have been made making for greater accuracy and comparability in units and value from 1928 to date.

A substantial part of the trucks and buses reported comprises chassis only, without bodies; hence the value of bodies for these chassis is not included.

Federal excise taxes are excluded in all years.

Table above includes sales of military vehicles.

*Beginning with year 1937, standard equipment is included in the values reported.

SOURCE: Automobile Manufacturers' Association.

Motor Truck Factory Sales by G.V.W., 1946-1955

YEAR	5,000 lb. & Less Units	% of Total	5,001-10,000 lb. Units	% of Total	10,001-14,000 lb. Units	% of Total	14,001-16,000 lb. Units	% of Total	16,001-19,500 lb. Units	% of Total	19,501-26,000 lb. Units	% of Total	Over 26,000 lb. Units	% of Total	Total Units	% of Total
1955	585,856	47.06	212,571	17.07	46,905	3.77	225,755	18.13	65,719	5.28	43,413	3.49	64,769	5.20	1,244,988	100
1954	482,515	46.5	186,739	18.0	39,073	3.8	195,121	18.8	48,574	4.7	45,099	4.3	40,924	3.9	1,038,045	100
1953	563,112	46.8	221,817	18.5	46,624	3.9	185,115	15.4	49,628	4.1	86,773	7.2	49,140	4.1	1,202,209	100
1952	505,218	41.7	234,568	19.3	56,308	4.6	219,285	18.1	45,617	3.8	105,451	8.7	45,943	3.8	1,212,390	100
1951	589,149	41.5	260,360	18.3	99,140	7.0	278,098	19.6	68,937	4.9	81,073	5.7	42,254	3.0	1,419,011	100
1950	627,405	47.1	266,043	20.0	89,156	6.7	219,918	16.5	53,484	4.0	47,029	3.5	29,239	2.2	1,332,274	100
1949	513,148	45.5	279,359	24.8	84,605	7.5	173,137	15.3	37,227	3.3	23,798	2.1	17,351	1.5	1,128,625	100
1948	485,088	35.6	267,720	19.6	182,500	13.4	280,535	20.6	76,711	5.6	50,023	3.7	21,279	1.5	1,363,856	100
1947	375,445	30.8	182,490	14.9	265,989	21.8	285,589	23.4	41,606	3.4	42,761	3.5	26,754	2.2	1,220,634	100
1946	330,730	35.5	88,235	9.5	247,912	26.6	200,574	21.6	24,162	2.6	25,252	2.7	13,874	1.5	930,739	100

Production Versus Registrations By Makes for 1955

Passenger Cars

	Total 1955 Production	Percent of Total Production	Percent of Production Registered	Total 1955 Registrations	Percent of Total 1955 Registrations
AMERICAN MOTORS	161,792	2.04	84.52	136,753	1.91
Hudson	52,688	.66	82.01	43,212	.60
Nash	109,104	1.38	85.74	93,541	1.31
CHRYSLER	1,361,835	17.15	88.57	1,206,195	16.82
Chrysler	176,039	2.22	88.88	156,458	2.18
DeSoto	129,767	1.63	90.98	118,062	1.65
Dodge	313,038	3.94	90.83	284,323	3.96
Plymouth	742,991	9.36	87.13	647,352	9.03
FORD	2,240,661	28.21	88.40	1,980,736	27.63
Continental	1,231	.01	49.23	606	.01
Ford	1,764,524	22.22	89.16	1,573,276	21.94
Lincoln	39,995	.50	87.55	35,017	.49
Mercury	434,911	5.48	85.50	371,837	5.19
GENERAL MOTORS	3,989,979	50.24	91.21	3,639,120	50.75
Buick	781,296	9.84	94.44	737,879	10.29
Cadillac	153,334	1.93	91.98	141,038	1.97
Chevrolet	1,830,029	23.04	89.65	1,640,681	22.88
Oldsmobile	643,460	8.10	91.62	589,515	8.22
Pontiac	581,860	7.33	91.09	530,007	7.39
KAISER-WILLYS	5,799	.07	124.61	7,226	.10
Kaiser	1,021	.01	93.93	959	.01
Willys	4,778	.06	131.16	6,267	.09
S-P	182,059	2.29	81.22	147,864	2.06
Packard	69,667	.88	74.79	52,103	.73
Studebaker	112,392	1.41	85.20	95,761	1.33
MISCELLANEOUS				52,014	.73
TOTALS	7,942,125	100.00	90.28	7,169,908	100.00

Commercial Cars

	Total 1955 Production	Percent of Total Production	Percent of Production Registered	Total 1955 Registrations	Percent of Total 1955 Registrations
CHEVROLET	393,312	31.57	83.85	329,791	34.46
DIAMOND T	5,180	.41	71.37	3,697	.39
DODGE	95,618	7.68	69.24	66,208	6.92
FORD	373,897	30.01	79.14	295,900	30.92
GMC	105,090	8.44	80.77	84,877	8.87
INTERNATIONAL	130,370	10.46	77.04	100,441	10.49
MACK	15,296	1.23	71.47	10,932	1.14
REO	5,190	.42	60.13	3,121	.33
STUDEBAKER	19,287	1.55	56.08	10,817	1.13
WHITE	17,213	1.38	83.50	14,372	1.50
WILLYS	78,922	6.33	34.53	27,252	2.85
MISCELLANEOUS	6,419	.52	119.45	9,593	1.00
TOTALS	1,245,794	100.00	76.82	957,001	100.00

Truck-Trailer Output, 1952-1955

MONTH	Production (number of units)	SHIPMENTS Number of units	SHIPMENTS Value (thousands of dollars)
January	5,013	4,941	$ 19,412
February	4,655	4,633	18,637
March	5,124	5,259	20,676
April	5,298	5,308	20,126
May	5,163	5,166	19,758
June	4,029	4,027	16,445
July	3,673	3,934	16,656
August	4,471	4,421	16,293
September	4,887	4,916	19,803
October	5,465	5,414	21,398
November	4,908	4,908	19,155
December	5,392	5,046	20,020
1952 TOTAL	58,078	57,973	$228,378
January	5,863	5,680	$ 22,948
February	6,017	5,928	23,889
March	6,748	6,768	26,657
April	8,811	7,794	29,292
May	9,715	9,325	29,095
June	9,630	9,506	26,531
July	9,201	10,164	24,630
August	9,616	9,659	25,121
September	9,809	9,732	24,000
October	8,304	8,537	23,129
November	7,796	7,391	20,205
December	5,592	6,215	19,352
1953 TOTAL	97,102	96,699	$294,849
January	4,724	4,677	$ 17,126
February	4,667	4,224	17,170
March	5,000	5,859	19,711
April	4,746	4,470	18,839
May	4,844	4,539	18,537
June	5,248	5,085	21,718
July	3,678	4,168	21,114
August	3,899	4,076	20,277
September	4,271	4,146	20,240
October	4,521	4,626	23,550
November	4,876	4,941	24,218
December	4,925	4,771	23,001
1954 TOTAL	55,399	54,582	$245,501
January	4,750	4,452	$ 21,415
February	5,226	4,937	23,355
March	6,402	6,332	29,863
April	6,360	6,352	29,803
May	6,336	6,262	29,537
June	7,368	6,948	33,037
July	5,989	5,889	28,782
August	7,254	7,050	35,008
September	7,161	7,058	35,557
October	6,948	6,961	35,174
November	7,151	6,991	34,348
December	6,909	7,040	34,832
1955 TOTAL*	77,854	76,272	$370,711

* Preliminary

Prepared by Bureau of the Census, Industry Division, Machinery and Equipment Section.

Getting the most out of your investment?

Increase your 1956 net by adding a 'Jeep' franchise to your present line

Was your 1955 net disappointingly small?

Did your 1955 year-end statement show a discouragingly low net profit, in spite of the highest volume you've ever reached? Did many of your trades result in just exchanging dollars after you figured the wash-out sale? Was the return on your investment far lower than that of independent businessmen in many other industries?

What you can do about it.

You can make your present facilities produce a much healthier net profit for you in 1956, by *adding* the franchise for the 'Jeep' family of 4-Wheel-Drive vehicles. In 1955, more than 600 new dealers enjoyed the potential profits of a 'Jeep' franchise—and many of them added the 'Jeep' franchise to their present line.

You don't give up anything.

You can retain your present line, and thus spread your overhead over two lines. A small addition to your present investment will enable you to do a profitable sales-producing job on 'Jeep' family vehicles.

What this can mean to you.

The 'Jeep' franchise, plus your present line, can mean greater profits because your investment in facilities, and your Service and Sales Department overhead, will be spread over a much wider base. There are prospects for 'Jeep' 4-Wheel-Drive vehicles everywhere—among your customers and throughout the area you now service.

Why is such an arrangement available?

It is the philosophy of Willys Motors that its long-range success, and the success of its dealers, can result only from sales which produce satisfactory dealer profits. Many of the more than 600 new dealers who have signed for the 'Jeep' family franchise in 1955 have been so successful in building their profits through dual operation, that Willys Motors will consider a similar arrangement for additional areas. The number of open points is limited, but each of them offers a substantial future to the right man.

Here is all you do to get started.

Learn the detailed facts and what they can mean to you. Fill out and mail the coupon below—there's no obligation. If you are serious about increasing your 1956 net, do it now!

The **'Jeep'**® *family of 4-Wheel-Drive vehicles*

Universal 'Jeep'

'Jeep' Truck

'Jeep' Station Wagon

'Jeep' Sedan Delivery

Dealer Development Department 106A
Willys Motors, Inc., Toledo 1, Ohio

Without obligation, please have a representative call and give me information about the 'Jeep' family franchise.

Name _____
Address _____
City _____ State _____
Business _____ Position _____

This

WE CAN DO FOR YOU

...**seal** windows and doors with flexible or rigid glass run channel and weatherstrip

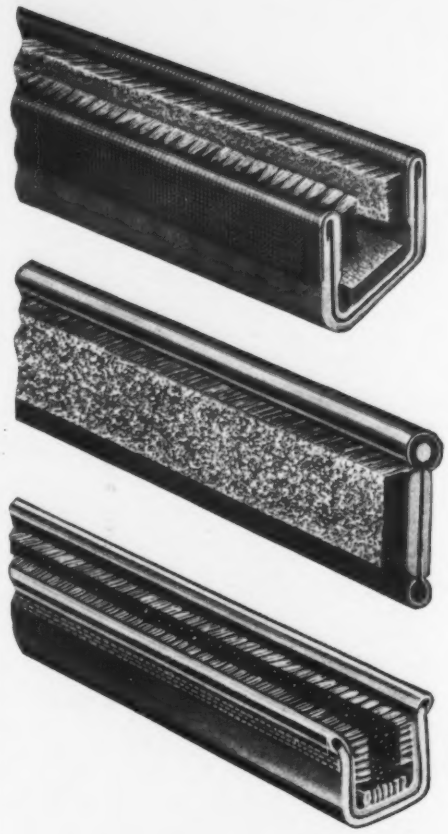
...**cushion** and seal with rubber extrusions and molded rubber or rubber bonded to metal parts

...**latch** with door, hood, and deck latches

In our specialties ... Sealing ... Cushioning ... Latching ... we maintain the very highest of standards. On such close attention to detail, Standard Products has become the world's largest manufacturer of many products used in the automotive industry.

SEALING DEVICES

For automobiles, trucks, buses, trailers



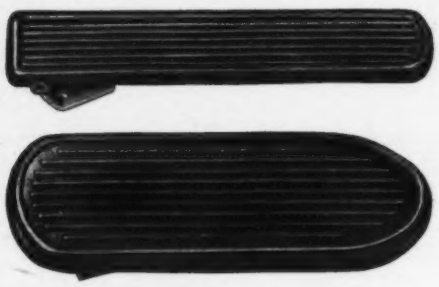
Flexible glass run channel formed to body shape required

Flexible contour and belt weatherstrip

Rigid channel, where non-flexing characteristics are desired

Produced at Lexington, Ky., Gaylord, Mich. and Long Beach, Cal. plants

MOLDED AND EXTRUDED RUBBER



Molded rubber bonded to metal

All types of molded and extruded rubber goods produced to S.A.E. specifications

Sealstrip glass-setting tape

Examples: Flocked and cloth covered parts for hard tops and convertibles, seals for front, rear, quarter, ventilator windows, accelerator pedals, bumper arms and assemblies, flexible couplings, motor mountings, valve seats, other seals, gaskets, washers, plugs, inserts and spacers.

Produced at Port Clinton, Ohio plant

STAMPED, FORMED AND EMBOSSED METAL PARTS

Scuff plates, roll-formed and embossed with decorative design

Rotary door latches, hood, and deck latches

Stainless steel sealing-strip assemblies for hard tops

For sealing assemblies, trim, decorative frames

Produced at Reid Products Div., Cleveland, Ohio

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THE ORIGINAL EQUIPMENT LINE

The Standard Products Co.

World's largest manufacturer of

AUTOMOTIVE WINDOW CHANNEL AND WEATHERSTRIP

Motor Vehicle Manufacture and Use, 1904-1955

	MOTOR VEHICLE PRODUCTION (FACTORY SALES)								MOTOR VEHICLE REGISTRATIONS				
	Passenger Cars		Motor Trucks		Total		Replacement Parts Wholesale Value, Domestic Market	Motor Dealers, Vehicle Number (Yr. End)				Vehicle Miles Traveled (000,000 omitted)	Special Motor User Taxes
	Number	Wholesale Value (000 omit'd)	Number**	Wholesale Value	Number	Wholesale Value			Passenger† Cars	Motor Trucks	Total**		
1904	22,130	$ 23,357	700	$ 1,272,000	22,830	$ 24,630,000	.....	.....	54,500	700	55,290	.....	....
1909	123,990	159,765	3,297	5,333,000	127,287	165,099,000	.....	8,402	305,950	6,050	312,000	.....	....
1914	548,139	420,838	24,900	44,219,000	573,039	465,057,000	.....	17,353	1,664,003	99,015	1,763,018	.....	....
1919	1,651,625	1,365,395	224,731	371,422,000	1,876,356	1,736,818,000	.....	30,771	6,679,133	897,755	7,576,888	.....	....
1920	1,905,560	1,809,170	321,789	423,249,000	2,227,349	2,232,420,000	.....	.....	8,131,522	1,107,639	9,239,161	.....	....
1921	1,468,067	1,038,191	148,052	166,070,000	1,616,199	1,204,261,000	.....	.....	9,212,158	1,281,508	10,493,666	55,000	$ 275
1922	2,274,185	1,494,513	269,991	226,049,000	2,544,176	1,720,563,000	.....	.....	10,704,076	1,569,523	12,273,599	.....	331
1923	3,624,717	2,196,272	409,295	308,537,000	4,034,012	2,504,810,000	.....	.....	13,253,019	1,849,086	15,102,105	.....	440
1924	3,185,881	1,970,096	416,659	318,580,000	3,602,540	2,288,677,000	.....	46,072	15,436,102	2,176,838	17,612,940	.....	507
1925	3,735,171	2,458,370	530,659	458,400,000	4,254,830	2,916,770,000	.....	.....	17,439,701	2,483,215	19,940,724	.....	597
1926	3,692,317	2,607,365	608,617	484,823,000	4,300,934	3,092,187,000	.....	.....	19,220,885	2,807,354	22,052,559	141,000	622
1927	2,936,533	2,164,670	464,793	420,130,000	3,401,326	2,584,801,000	.....	.....	20,142,120	2,969,780	23,139,559	.....	676
1928	3,775,417	2,572,599	583,342	460,108,903	4,358,759	3,032,708,046	.....	51,471	21,308,159	3,171,542	24,511,683	.....	717
1929	4,455,178	2,790,614	881,909	622,533,897	5,337,087	3,413,148,206	.....	42,488	23,060,421	3,408,088	26,502,508	.....	849
1930	2,787,456	1,644,083	575,364	390,752,061	3,362,820	2,034,835,213	.....	48,658	22,972,745	3,518,747	26,531,999	.....	924
1931	1,948,164	1,108,246	432,262	265,444,618	2,380,426	1,373,691,316	.....	43,708	22,330,402	3,489,756	25,862,038	216,000	960
1932	1,103,557	616,860	228,303	137,624,157	1,331,860	754,484,504	.....	39,370	20,832,357	3,256,776	24,132,609	.....	990
1933	1,560,599	773,424	329,218	175,380,863	1,889,817	948,805,826	$ 234,000,000	35,265	20,586,284	3,245,505	23,876,707	.....	1,126
1934	2,160,865	1,140,478	576,205	326,781,688	2,737,070	1,467,259,862	300,000,000	37,238	21,472,078	3,430,396	24,954,004	.....	1,199
1935	3,273,874	1,707,836	697,367	380,997,330	3,971,241	2,088,833,655	373,000,000	41,201	22,494,884	3,675,865	26,229,743	.....	1,299
1936	3,679,242	2,014,747	782,220	463,719,466	4,661,462	2,478,466,691	454,000,000	43,461	24,108,236	4,001,464	28,172,318	252,000	1,458
1937	3,929,203	2,240,912	891,016	537,314,633	4,820,219	2,778,227,253	462,000,000	46,224	25,390,773	4,249,219	29,706,158	270,000	1,605
1938	2,019,566	1,241,032	488,841	329,917,646	2,508,407	1,570,949,941	361,000,000	41,992	25,167,030	4,210,477	29,442,705	271,000	1,550
1939	2,888,512	1,770,231	700,377	489,786,701	3,588,889	2,260,018,298	460,000,000	41,870	26,139,526	4,406,702	30,615,087	285,000	1,693
1940	3,717,385	2,370,654	754,901	567,820,414	4,472,286	2,938,474,497	553,000,000	41,790	27,372,397	4,590,386	32,035,424	302,000	1,873
1941	3,779,682	2,567,205	1,060,820	1,069,799,855	4,840,502	3,637,005,851	718,000,000	40,537	29,524,101	4,859,244	34,472,145	333,000	2,186
1942	222,862	163,813	818,662	1,427,456,801	1,041,524	1,591,270,360	472,000,000	34,270	27,976,259	4,887,067	33,002,600	267,000	2,066
1943	139	101	699,689	1,451,794,475	699,828	1,451,896,274	528,000,000	33,000	26,009,073	4,726,737	30,888,134	207,000	1,659
1944	610	446	737,524	1,700,928,939	738,134	1,701,375,643	789,000,000	31,930	25,566,464	4,760,250	30,479,306	212,000	1,718
1945	69,532	57,254	655,683	1,181,955,532	725,215	1,239,210,187	1,038,000,000	32,439	25,793,493	5,079,802	31,035,420	249,000	1,926
1946	2,148,699	1,979,781	940,866	1,043,247,276	3,089,565	3,023,028,360	1,750,000,000	36,354	28,213,336	5,986,081	34,373,002	341,000	2,570
1947	3,558,178	3,936,017	1,239,443	1,731,713,000	4,797,621	5,667,730,000	2,309,000,000	40,410	30,845,350	6,808,691	37,841,498	371,000	3,075
1948	3,909,270	4,870,423	1,376,274	1,880,475,000	5,285,544	6,750,898,000	2,451,000,000	43,004	33,350,894	7,537,911	41,085,531	398,000	3,473
1949	5,119,466	6,650,857	1,134,185	1,394,035,000	6,253,651	8,044,892,000	1,810,000,000	49,173	36,453,351	8,028,016	44,690,296	424,000	3,825
1950	6,665,863	8,468,137	1,337,193	1,707,748,000	8,003,056	10,175,885,000	1,882,000,000	45,918	40,333,591	8,637,969	49,195,212	458,000	4,359
1951	5,338,435	7,241,275	1,426,828	2,323,859,000	6,765,263	9,565,134,000	1,399,000,000	46,251	42,682,591	9,035,754	51,948,806	491,000	4,704
1952	4,320,794	6,455,114	1,218,165	2,319,789,000	5,538,959	8,774,903,000	2,164,000,000	46,271	43,810,531	9,243,820	53,294,493	514,000	5,315
1953	6,116,948	9,002,580	1,206,266	2,089,060,000	7,323,214	11,091,640,000	1,892,000,000	48,155	46,460,094	9,608,936	56,313,281	544,000	5,967
1954	5,558,897	8,218,094	1,042,174	1,660,019,000	6,601,071	9,878,113,000	1,689,200,000	47,468	48,498,870	9,875,331	58,622,547	561,000	6,236
1955*	7,920,133	12,350,000	1,249,011	2,050,000,000	9,169,144	14,400,000,000	1,700,000,000	45,704	50,954,000	10,128,000	61,334,000	590,000	6,950

*Preliminary. **Includes buses. †Publicly owned vehicles included since 1942.

Source: Automobile Manufacturers Assn.

Motor Vehicle Factory Sales from Plants in U. S., Canada

	PLANTS IN UNITED STATES				PLANTS IN CANADA (Including imports from U. S.)			U. S. and Canada Net Total
	U. S. Total	Exports to Canada	Other Exports	Net U. S. Markets	Canada Total	Exports	Canadian Market	
PASSENGER CARS:								
12 Months, 1954	5,558,897	19,496	187,048	5,352,353	306,078	19,742	286,336	5,845,479
January 1955	635,513	1,915	22,558	611,040	27,925	257	27,668	661,523
February	677,705	2,305	26,784	648,616	29,717	835	28,882	705,117
March	791,280	2,071	23,546	765,663	29,773	3,291	26,482	818,982
April	753,434	2,461	23,066	727,907	58,653	3,545	55,108	809,626
May	721,139	1,824	21,844	697,471	50,425	4,187	46,238	769,740
June	647,658	1,959	16,514	629,185	47,526	4,003	43,523	693,225
July	658,736	2,148	13,186	643,402	40,773	2,787	37,986	697,361
August	620,610	4,167	13,484	602,959	23,106	1,772	21,334	639,549
September	467,845	1,717	7,055	459,073	15,978	1,006	14,972	482,106
October	505,177	1,139	12,145	491,893	23,493	638	22,855	527,531
November	745,993	2,231	23,095	720,667	27,698	1,627	26,071	771,460
December	695,043	3,109	24,014	667,920	27,481	1,784	25,697	719,415
12 Months, 1955	7,920,133	27,046	227,291	7,665,796	402,548	25,732	376,816	8,295,635
MOTOR TRUCKS:								
12 Months, 1954	1,038,056	4,870	189,710	843,476	74,362	10,256	64,106	1,107,548
January 1955	89,676	529	15,200	73,947	3,792	555	3,237	92,939
February	67,061	506	11,302	55,253	4,745	896	3,849	71,300
March	102,992	472	16,460	86,060	6,115	428	5,687	108,635
April	127,887	482	17,229	110,176	11,172	1,527	9,645	138,577
May	127,941	711	18,868	108,362	13,111	1,682	11,429	140,341
June	119,215	742	16,848	101,625	11,663	1,461	10,202	130,136
July	109,589	787	15,063	93,739	10,110	1,025	9,085	118,912
August	95,119	888	14,154	80,077	6,463	719	5,744	100,694
September	91,894	784	14,259	76,851	5,836	51	5,785	96,946
October	95,610	698	13,522	81,390	4,575	..	4,575	99,487
November	114,448	738	15,365	98,345	4,059	484	3,575	117,769
December	103,556	1,102	15,563	86,891	4,855	589	4,266	107,309
12 Months, 1955	1,244,988	8,439	183,833	1,052,716	86,496	9,417	77,079	1,323,045
MOTOR COACHES:								
12 Months, 1954	4,118	115	221	3,782	189	..	189	4,192
January 1955	190	..	5	185	1	..	1	191
February	176	13	15	148	..	..	..	163
March	325	17	41	267	66	..	66	374
April	519	..	18	501	40	..	40	559
May	313	34	13	266	47	..	47	326
June	309	22	50	237	49	..	49	336
July	296	36	4	256	71	..	71	331
August	434	18	6	410	45	..	45	461
September	223	25	..	198	59	..	59	257
October	469	54	30	385	96	..	96	511
November	359*	7	12	340*	18	..	18	370*
December	410	3	1	406	28	..	28	435
12 Months, 1955	4,023	229	195	3,599	520	..	520	4,314
TOTAL MOTOR VEHICLES:								
12 Months, 1954	6,601,071	24,481	376,979	6,199,611	380,629	29,998	350,631	6,957,219
January 1955	725,379	2,444	37,763	685,172	31,718	812	30,906	754,653
February	744,942	2,824	38,101	704,017	34,462	1,731	32,731	776,580
March	894,597	2,560	40,047	851,990	35,954	3,719	32,235	927,991
April	881,840	2,943	40,313	838,584	69,865	5,072	64,793	948,762
May	849,393	2,569	40,725	806,099	63,583	5,869	57,714	910,407
June	767,182	2,723	33,412	731,047	59,238	5,464	53,774	823,697
July	768,621	2,971	28,253	737,397	50,954	3,812	47,142	816,604
August	716,163	5,073	27,644	683,446	29,614	2,491	27,123	740,704
September	559,962	2,526	21,314	536,122	21,873	1,057	20,816	579,309
October	601,256	1,891	25,697	573,668	28,164	638	27,526	627,529
November	860,800*	2,976	38,472	819,352*	31,775	2,111	29,664	889,599*
December	799,009	4,214	39,578	755,217	32,364	2,373	29,991	827,159
12 Months, 1955	9,169,144	35,714	411,319	8,722,111	489,564	35,149	454,415	9,622,994

*Revised.

Source: Automobile Manufacturers Assn.

Each Maker's Share . . .

Model-Run Output - '55 vs. '50

(U. S. Production)

	1955 Model-Run Output	Pct. of Total Output	1950 Model-Run Output	Pct. of Total Output	Gain or Loss
CHRYSLER CORP.	1,217,363	17.06	1,243,001	19.24	—2.18
Chrysler	159,037	2.23	175,100	2.71	—0.48
DeSoto	112,910	1.58	133,603	2.07	—0.49
Dodge	273,286	3.83	339,997	5.26	—1.43
Plymouth	672,130	9.42	594,301	9.20	+0.22
FORD MOTOR	1,808,187	25.33	1,531,442	23.71	+1.62
Ford	1,451,157	20.33	1,209,594	18.72	+1.61
Lincoln	27,222	0.38	28,190	0.44	—0.06
Mercury	329,808	4.62	293,658	4.55	+0.07
GENERAL MOTORS	3,782,939	53.02	3,016,436	46.70	+6.32
Buick	738,814	10.36	670,256	10.38	—0.02
Cadillac	140,778	1.97	103,857	1.61	+0.36
Chevrolet	1,766,076	24.75	1,387,834	21.48	+3.27
Oldsmobile	583,181	8.18	408,060	6.32	+1.86
Pontiac	554,090	7.76	446,429	6.91	+0.85
Total Big Three	6,808,489	95.41	5,790,879	89.65	+5.76
AMERICAN MOTORS	141,691	1.99	293,240	4.54	—2.55
Hudson	45,535	0.64	121,408	1.88	—1.24
Wasp, Hornet	20,321	0.29	121,408	1.88	—1.59
Rambler	25,214	0.35	.....	0.00	+0.35*
Nash	96,156	1.35	171,832	2.66	—1.31
Amb., Statesman	40,133	0.56	160,404	2.48	—1.92
Rambler	56,023	0.79	11,428	0.18	+0.61
KAISER MOTORS	6,530	0.09	143,208	2.22	—2.13
Kaiser	5,509	0.08	132,994	2.06	—1.98
Willys	1,021	0.01	.....	0.00	+0.01**
Frazer	.....	.....	10,214	0.16	—0.16†
S-P CORP.	179,786	2.51	232,298	3.59	—1.08
Packard	54,446	0.75	72,138	1.12	—0.37
Studebaker	125,340	1.76	160,160	2.47	—0.71
Total Little Three	328,007	4.59	668,746	10.35	—5.76
Total All Makes	7,136,496	100.00	6,459,625	100.00	

* Hudson did not build a Rambler in 1950.

** Willys did not build a passenger car in 1950.

† Frazer did not produce in 1955.

Body Style Percentage of Market

1947, 1950, 1954 and 1955

Body Style	Pct. of Market, 1947	Pct. of Market, 1950	Pct. of Market, 1954	Pct. of Market, 1955	Pct. Pt. Diff., 1950-55	Pct. Pt. Diff., 1954-55
4-Door Sedan	49.05	48.71	46.64	38.43	—10.28	— 8.21
2-Door**	40.89	40.57	26.57	21.18	—19.39	— 5.39
Business Coupe	2.33	1.34	.30	.17	— 1.17	— .13
Convertible Coupe	4.89	3.12	2.80	3.03	— .09	+ .23
Hardtop 2-Door*	.....	4.00	17.17	21.05)	+23.38	+10.21
Hardtop 4-Door	.....	.....	.....	6.33)		
Station Wagons*						
2-Door	2.25	2.13	6.29	3.22)	+ 7.46	+ 3.30
4-Door	.....	.....	.....	6.37)		
Chassis and Misc.	.59	.13	.23	.22	+ .09	— .01
Total	100.00	100.00	100.00	100.00		

* Hardtops and station wagons not broken down until 1955.

** Includes club coupes.

—Based on factory sales data compiled by the Automobile Manufacturers Assn.

Leading Advertisers use Outdoor Advertising for

Put your Advertising Outdoors and Watch America Go Buy!

Advertisers of America's leading products recognize that the "SEE–POWER" of OUTDOOR generates maximum SALES POWER closest to the point of purchase—at lowest cost per dollar invested. In an average national campaign, cost is only 15c per 1,000.

T.A.B.* Studies show that in a typical market 93% of people see OUTDOOR... average person sees it 22 times per month. Further: POLITZ figures show that average exposure to pedestrians is 64 seconds—to motorists, 21 seconds. You can get more SALES POWER from the "SEE–POWER" of Outdoor Advertising.

**Traffic Audit Bureau*

OAI

OUTDOOR ADVERTISING INCORPORATED

NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM

60 EAST 42nd STREET, NEW YORK 17, N. Y.

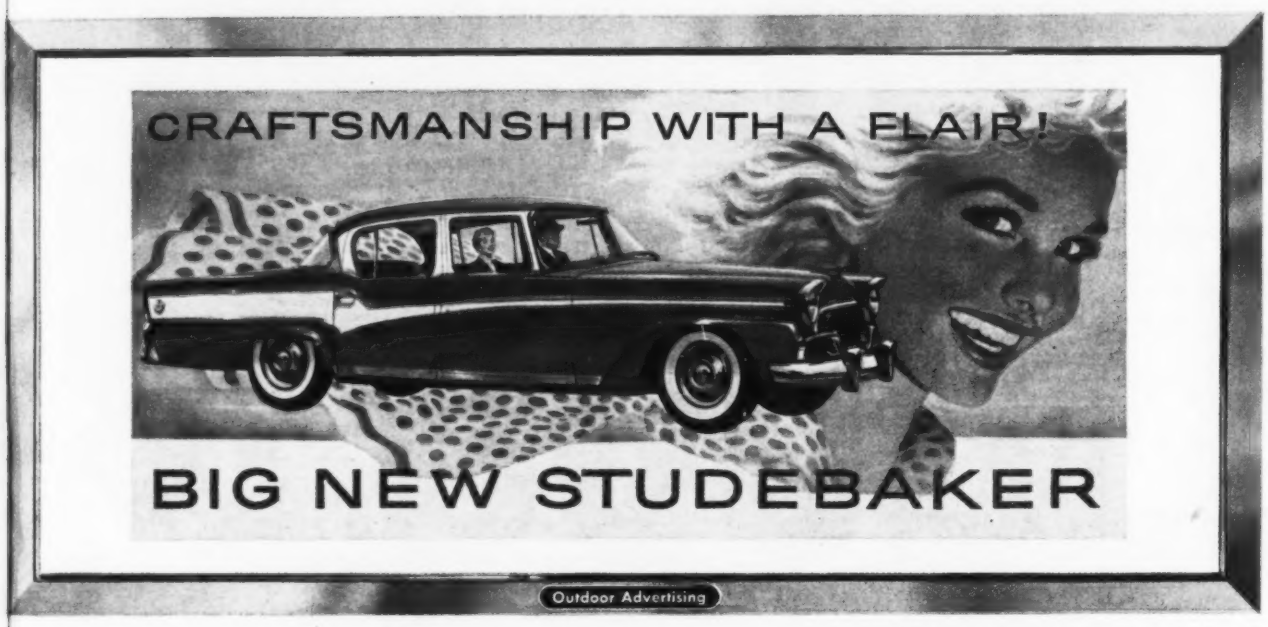
ATLANTA • BOSTON • CHICAGO • DETROIT • HOUSTON • LOS ANGELES
PHILADELPHIA • ST. LOUIS • SAN FRANCISCO • SEATTLE

Copyright 1956 Outdoor Advertising Inc.

Poster designed by J. Walter Thompson Company

D. C. MARSCHNER
Advertising Manager
Shell Oil Company, says:

"Outdoor advertising is a basic medium in keeping Shell constantly before the motorists of America . . . and as the number of automobiles increases so does the value of our outdoor posters."

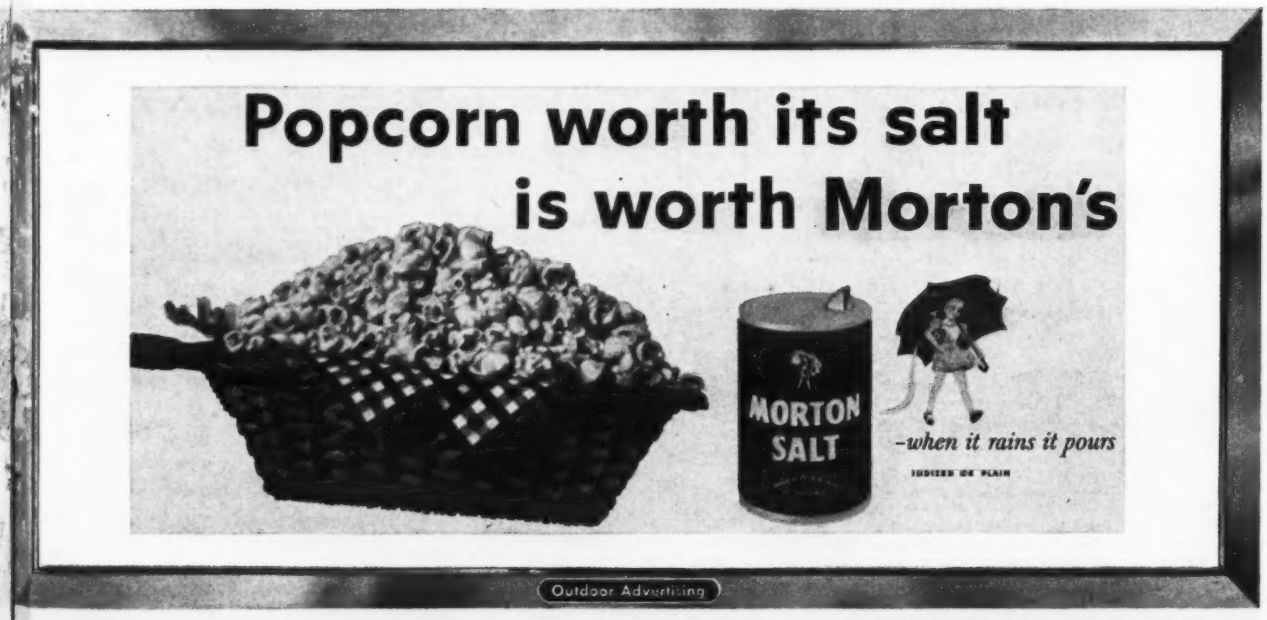


Poster designed by Benton & Bowles, Inc.

FRANK W. NOBLE
Asst. Sales Manager—Advertising
Studebaker Division
Studebaker-Packard Corp., says:

"In making an important purchase like an automobile, people make up their minds gradually. We use outdoor advertising because, through constant repetition, it keeps the idea of getting a Studebaker in the mind of the buyer right up to time of purchase."

r more "SEE-POWER"



Poster designed by Needham, Louis and Brorby, Inc.

G. W. CARRINGTON
Advertising Director
Morton Salt Company, says:

"Taste appeal sells salt . . . and the interesting pictorial presentation of our product on outdoor posters over many years has been found very effective in building nation-wide acceptance for Morton Salt."

Motor Truck Factory Sales by Gross Vehicle Weight

TOTAL SALES FROM U. S. PLANTS

G.V.W.) in lbs.)	5,000 & Less	5,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	Over 26,000	Total
12 Months, 1954 ..	482,515	186,733	39,073	195,121	48,560	45,111	40,943	1,038,056
January, 1955	42,396	15,055	4,059	16,489	4,743	3,007	3,927	89,676
February	30,036	11,277	2,645	11,911	3,875	3,095	4,222	67,061
March	48,816	18,275	4,155	19,176	4,364	3,241	4,965	102,992
April	61,365	22,178	4,834	23,779	5,416	4,231	6,084	127,887
May	60,287	21,721	5,149	24,420	6,408	3,734	6,222	127,941
June	52,720	20,753	4,105	22,877	7,709	4,393	6,658	119,215
July	48,363	18,813	3,711	22,164	6,681	4,217	5,640	109,589
August	41,482	16,015	3,208	19,467	5,958	3,470	5,519	95,119
September	46,828	15,645	3,125	14,490	4,311	2,728	4,767	91,894
October	50,625	17,695	3,770	12,299	3,787	2,381	5,053	95,610
November	56,761	18,753	4,309	19,984	6,001	3,773	4,867	114,448
December	46,177	16,391	3,835	18,699	6,466	5,143	6,845	103,556
12 Months, 1955 ..	585,856	212,571	46,905	225,755	65,719	43,413	64,769	1,244,988

U. S. DOMESTIC MARKET

G.V.W.) in lbs.)	5,000 & Less	5,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	Over 26,000	Total
12 Months, 1954 ..	406,016	153,931	33,011	141,550	33,511	38,466	36,991	843,476
January, 1955	37,040	12,271	3,300	12,015	3,178	2,552	3,591	73,947
February	25,500	9,113	2,319	9,045	2,808	2,658	3,810	55,252
March	43,294	14,454	3,543	14,836	2,671	2,748	4,514	86,060
April	55,955	17,933	4,146	19,041	3,926	3,572	5,603	110,176
May	54,231	17,092	4,345	19,397	4,269	3,290	5,738	108,362
June	47,614	16,615	3,576	18,591	5,302	3,803	6,124	101,625
July	42,482	14,883	3,261	19,206	5,055	3,766	5,086	93,739
August	37,218	12,508	2,648	16,304	3,381	3,025	4,993	80,077
September	41,149	12,053	2,751	11,673	2,672	2,260	4,293	76,851
October	45,821	14,012	3,233	9,296	2,438	2,075	4,515	81,390
November	51,866	15,125	3,552	15,991	3,901	3,495	4,415	98,345
December	40,286	13,361	3,014	15,293	4,073	4,616	6,248	86,891
12 Months, 1955 ..	522,456	169,420	39,688	180,688	43,674	37,860	58,930	1,052,716

EXPORTS FROM U. S. (INCLUDES EXPORTS TO CANADA)

G.V.W.) in lbs.)	5,000 & Less	5,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	Over 26,000	Total
12 Months, 1954 ..	76,499	32,802	6,062	53,571	15,049	6,645	3,952	194,580
January, 1955	5,356	2,784	759	4,474	1,565	455	336	15,729
February	4,536	2,164	326	2,866	1,067	437	412	11,808
March	5,522	3,821	612	4,340	1,693	493	451	16,932
April	5,410	4,245	688	4,738	1,490	659	481	17,711
May	6,056	4,629	804	5,023	2,139	444	484	19,579
June	5,106	4,138	529	4,286	2,407	590	534	17,590
July	5,881	3,930	450	2,958	1,626	451	554	15,850
August	4,264	3,507	560	3,163	2,577	445	526	15,042
September	5,679	3,592	374	2,817	1,639	468	474	15,043
October	4,804	3,683	537	3,003	1,349	306	538	14,220
November	4,895	3,628	757	3,993	2,100	278	452	16,103
December	5,891	3,030	821	3,406	2,393	527	597	16,665
12 Months, 1955 ..	63,400	43,151	7,217	45,067	22,045	5,553	5,839	192,272

Source: Automobile Manufacturers Assn.

Truck-Trailer Production and Shipments

Years*	PRODUCTION For Gov't Agencies	For Civilian Customers	Total Vehicles	SHIPMENTS Total Vehicles	Total Dollar Value**	Average Value***
1923			11,460		$ 4,366,722	$ 371
1925			12,823		4,937,006	384
1927			19,739		7,212,074	365
1929			22,406		10,816,120	483
1931			12,647		9,556,432	756
1933			7,438		4,563,100	614
1935			18,898		17,995,755	952
1937			21,747		17,366,487	825
1939			24,182		28,034,251	1,075
1940			27,118		.....	....
1941			41,869		.....	....
1942	71,520	8,408	79,928		.....	....
1943	188,811	8,054	196,865		.....	....
1944	185,349	24,092	209,441		.....	....
1945			33,266		.....	....
1946			76,234	73,001	151,384,000	2,178
1947			53,112	55,372	138,383,000	2,500
1948			44,478	46,960	139,996,000	2,980
1949			33,097	34,273	119,098,000	3,480
1950			64,617	65,966	229,685,000	3,280
1951			67,384	64,691	245,315,000	3,790
1952	12,833	45,244	58,077	57,973	228,378,000	3,950
1953	44,516	53,173	97,689	96,699	294,849,000	3,050
1954	10,179	45,238	55,417	54,582	245,501,000	4,496
1955	3,344	74,498	77,854	76,272	370,711,000	4,860

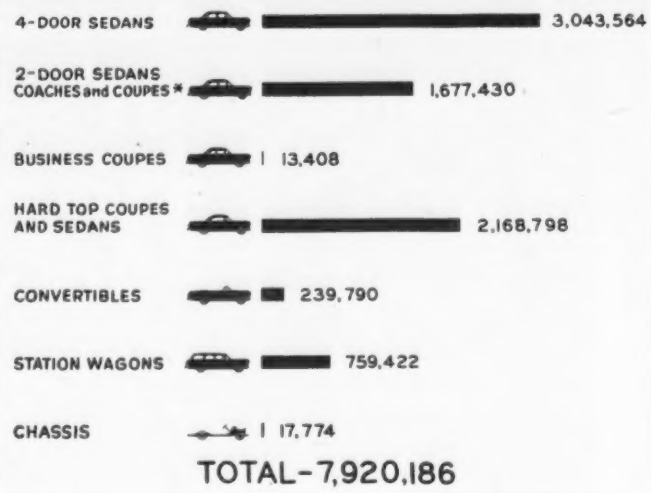
*Data for years 1923 through 1937 are from U. S. Department of Commerce, Bureau of Census, "Census of Manufacturers." Data for 1939 through 1945 compiled and reported by W.P.B. Subsequent figures are from the "Facts for Industry Series," M-45F, of the Bureau of Census. Figures 1923 through 1933 include trailers for passenger cars, motor trucks, and truck-tractors. Subsequent figures include only trailers for motor trucks and truck-tractors. It is believed, however, that there were few passenger-car trailers reported in the 1923-33 period.

**Dollar values apply to production for the years 1923 through 1939, since shipments were not reported until 1946.

***The increase in average value, and particularly the fact that average value is now appreciably greater than the prewar figure, does not necessarily indicate an increase in price, but rather an increase in trailer size, the preponderance of more expensive types such as vans, including the new "High Cube" vans, "reefers," tanks, etc., and an increasing use of tandem axles with double the number of tires.

SOURCE: Truck-Trailer Manufacturers Association

FACTORY SALES BY BODY TYPES



*EXCEPT BUSINESS COUPES

SOURCE: AUTOMOBILE MFRS. ASSN.
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Factory Car Sales

By Body Types

1955	
4-Door Sedans	3,043,564
2-Door Sedans, Coaches and Coupes*	1,677,430
Business Coupes	13,408
Hard Top Coupes and Sedans	2,168,798
Convertibles	239,790
Station Wagons	759,422
Chassis	17,774
TOTAL	7,920,186
1954	
4-Door Sedans	2,592,841
2-Door Sedans, Coaches and Coupes*	1,480,395
Business Coupes	16,510
Hard Top Coupes and Sedans	951,113
Convertibles	155,667
Station Wagons	349,450
Chassis	12,921
TOTAL	5,558,897
1953	
4-Door Sedans	3,082,338
2-Door Sedans, Coaches and Coupes*	1,695,371
Business Coupes	36,973
Hard Top Coupes and Sedans	842,135
Convertibles	159,200
Station Wagons	297,393
Chassis	8,377
TOTAL	6,121,787
1952	
4-Door Sedans	2,259,165
2-Door Sedans, Coaches and Coupes*	1,214,904
Business Coupes	29,000
Hard-Top Coupes and Sedans	539,508
Convertibles	100,116
Station Wagons	169,036
Chassis	9,064
TOTAL	4,320,793
1951	
4-Door Sedans	2,712,256
2-Door Sedans, Coaches and Coupes*	1,773,729
Business Coupes	53,876
Hard-Top Coupes and Sedans	487,856
Convertibles	143,388
Station Wagons	149,381
Chassis	16,449
TOTAL	5,336,935
1950	
4-Door Sedans	3,246,996
2-Door Sedans, Coaches and Coupes*	2,704,079
Business Coupes	89,587
Hard-Top Coupes and Sedans	266,680
Convertibles	208,090
Station Wagons	141,697
Chassis	8,743
TOTAL	6,665,863
1949	
4-Door Sedans	2,519,894
2-Door Sedans, Coaches and Coupes*	2,192,825
Business Coupes	82,355
Hard-Top Coupes and Sedans	10,431
Convertibles	215,635
Station Wagons	88,410
Chassis	9,916
TOTAL	5,119,466
1948	
4-Door Sedans	1,968,946
2-Door Sedans, Coaches and Coupes*	1,554,687
Business Coupes	63,372
Convertibles	196,597
Station Wagons	102,463
Chassis	23,205
TOTAL	3,909,270

*Except Business Coupes.
Source: Automobile Mfrs. Assn

Factory Commercial Car Sales by Body Types

1955	
Station Wagons*	780,151
Cab-Over-Engine	45,815
Multi-Stop Trucks	23,850
School-Bus Chassis	26,535
6-Wheel, 3-Axle Trucks	26,061
Diesel Engine Trucks	16,931
Motor Coaches	4,023
1954	
Station Wagons*	364,234
Cab-Over-Engine	26,268
Multi-Stop Trucks	19,507
School-Bus Chassis	22,465
6-Wheel, 3-Axle Trucks	16,364
Diesel Engine Trucks	10,546
Motor Coaches	4,039
1953	
Station Wagons*	318,178
Cab-Over-Engine	24,712
Multi-Stop Trucks	19,246
School-Bus Chassis	21,284
6-Wheel, 3-Axle Trucks	14,864
Diesel Engine Trucks	10,872
Motor Coaches	4,057
1952	
Station Wagons*	189,651
Cab-Over-Engine	19,289
Multi-Stop Trucks	18,493
School-Bus Chassis	19,452
6-Wheel, 3-Axle Trucks	15,585
Diesel Engine Trucks	13,165
Motor Coaches	5,375
1951	
Station Wagons*	194,589
Cab-Over-Engine	25,482
Multi-Stop Trucks	28,867
School-Bus Chassis	31,891
6-Wheel, 3-Axle Trucks	36,429
Diesel Engine Trucks	16,494
Motor Coaches	9,453
Ambulances and Funeral Cars	4,177
1950	
Station Wagons*	159,944
Cab-Over-Engine	22,370
Multi-Stop Trucks	21,681
School-Bus Chassis	19,953
6-Wheel, 3-Axle Trucks	15,719
Diesel Engine Trucks	13,903
Motor Coaches	4,908
Ambulances and Funeral Cars	2,971
1949	
Station Wagons*	104,613
Cab-Over-Engine	13,325
Multi-Stop Trucks	19,479
School-Bus Chassis	13,896
6-Wheel, 3-Axle Trucks	4,122
Diesel Engine Trucks	6,047
Motor Coaches	5,511
Ambulances and Funeral Cars	2,853
1948	
Station Wagons*	110,312
Cab-Over-Engine	31,047
Multi-Stop Trucks	21,380
School-Bus Chassis	23,755
6-Wheel, 3-Axle Trucks	5,764
Diesel Engine Trucks	5,698
Motor Coaches	12,299
Ambulances and Funeral Cars	4,727
1947	
Station Wagons*	81,973
Cab-Over-Engine	32,603
Multi-Stop Trucks	15,876
School-Bus Chassis	30,431
Diesel Engine Trucks	6,209
Motor Coaches	19,110
Ambulances and Funeral Cars	3,746

*Includes those built on both passenger-car and truck chassis.

Source: Automobile Mfrs. Assn.

New Car Sales By Cylinders

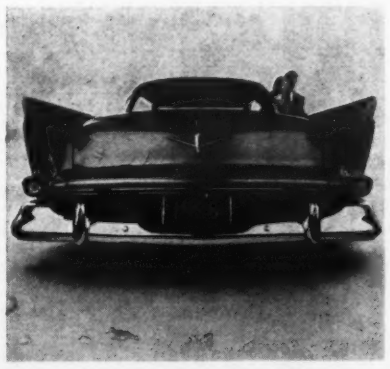
	1955	1954
4 Cylinders ...	58,818	36,853
6 Cylinders ...	1,664,073	2,282,468
8 Cylinders ...	5,447,017	3,216,143
TOTAL ...	7,166,908	5,535,464

Compiled by R. L. Polk & Co. from official state documents.

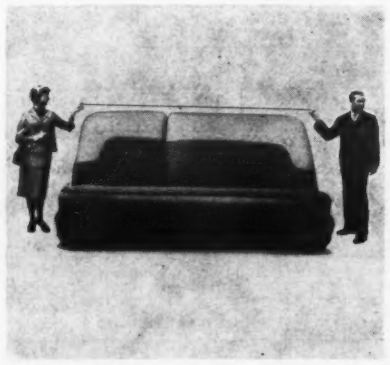
'56 PLYMOUTH FLEET SALES DOUBLE!

▶ The pros know a great fleet buy when they see one. They're shrewd buyers . . . and they figure costs to the fifth decimal point. In Plymouth they get what they want: low first cost, low operating cost (11% less than car "B" and 6.2% less than car "A"), high user satisfaction and high resale. That's why the great new '56 Plymouth is enjoying record sales to fleet buyers—from taxi and rental companies to oil, electrical, telephone and other commercial users, as well as governmental agencies.

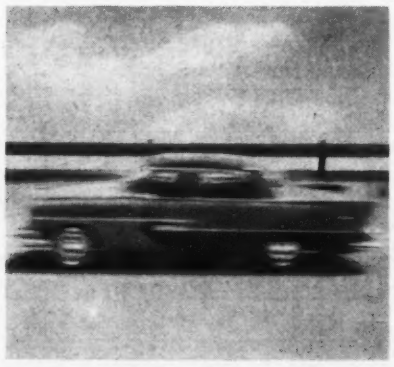
4 Great Reasons why '56 Plymouth Fleet Sales Have Jumped More Than 100% Over the Same Period Last Year



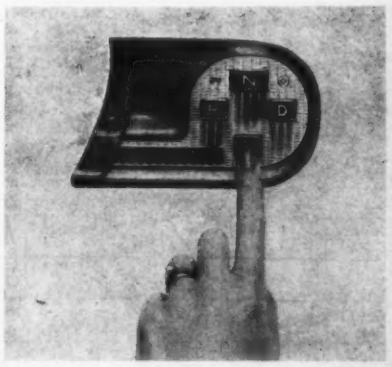
▪ Only Plymouth offers all-new styling in the low-price 3. It means high resale value, fast action on your used car lot.



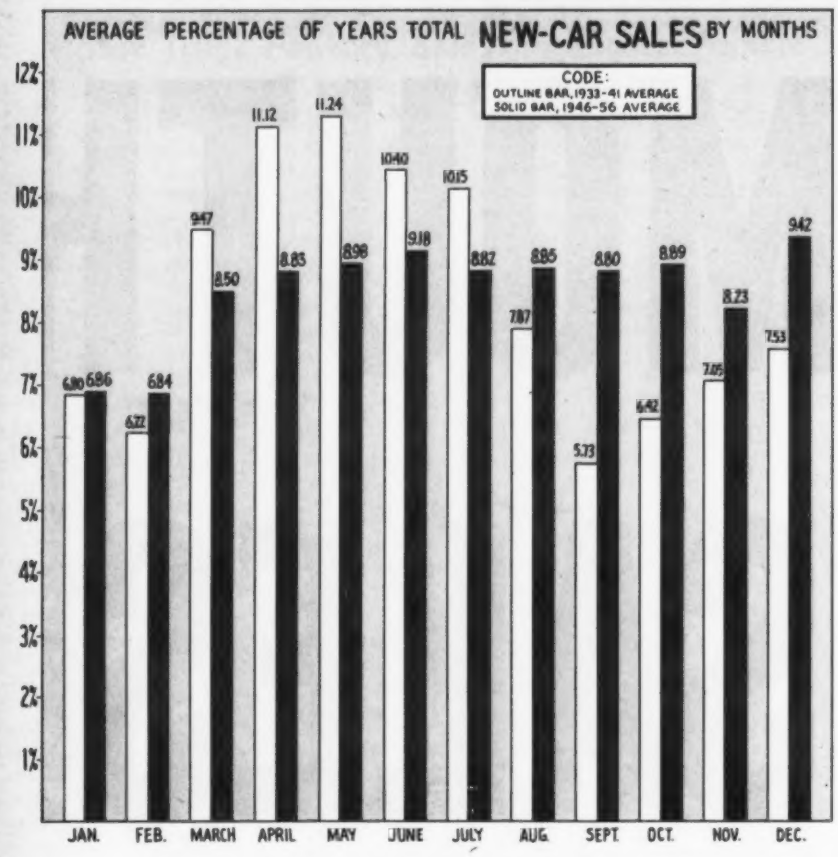
▪ Only Plymouth offers big-car looks and comfort, because it's *the* big car of the low-price 3.

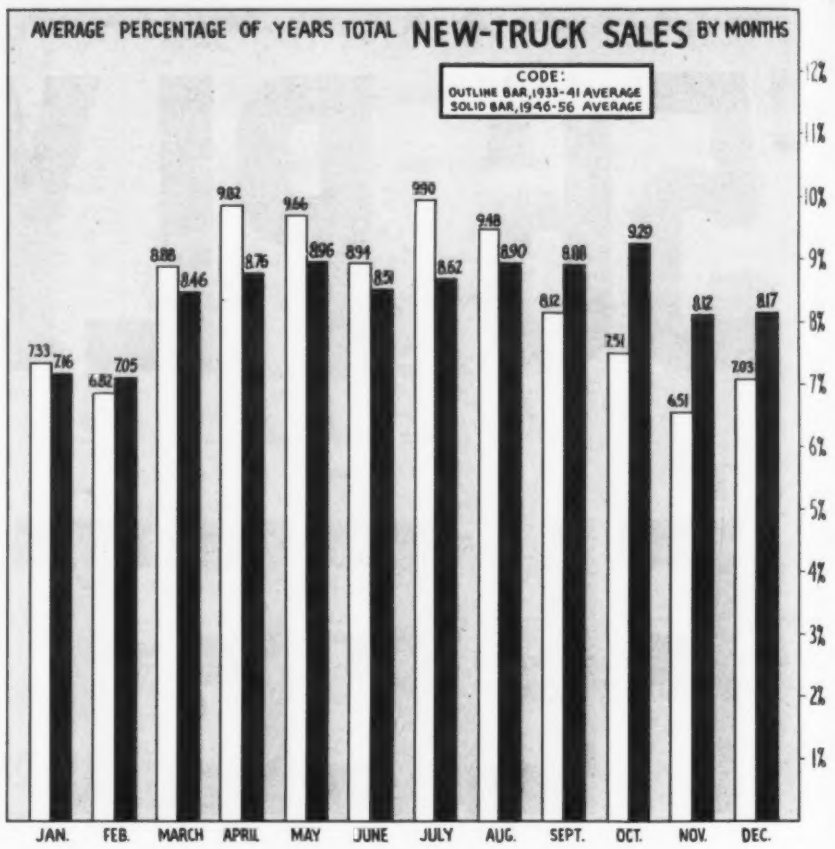


▪ Only Plymouth in the low-price 3 offers highest torque across the board for top-thrust getaway and safer passing.



▪ Only Plymouth offers Push-Button Driving in the low-price 3. Safe, positive mechanical control.





New Passenger Car Registrations by Months, 1955-1954

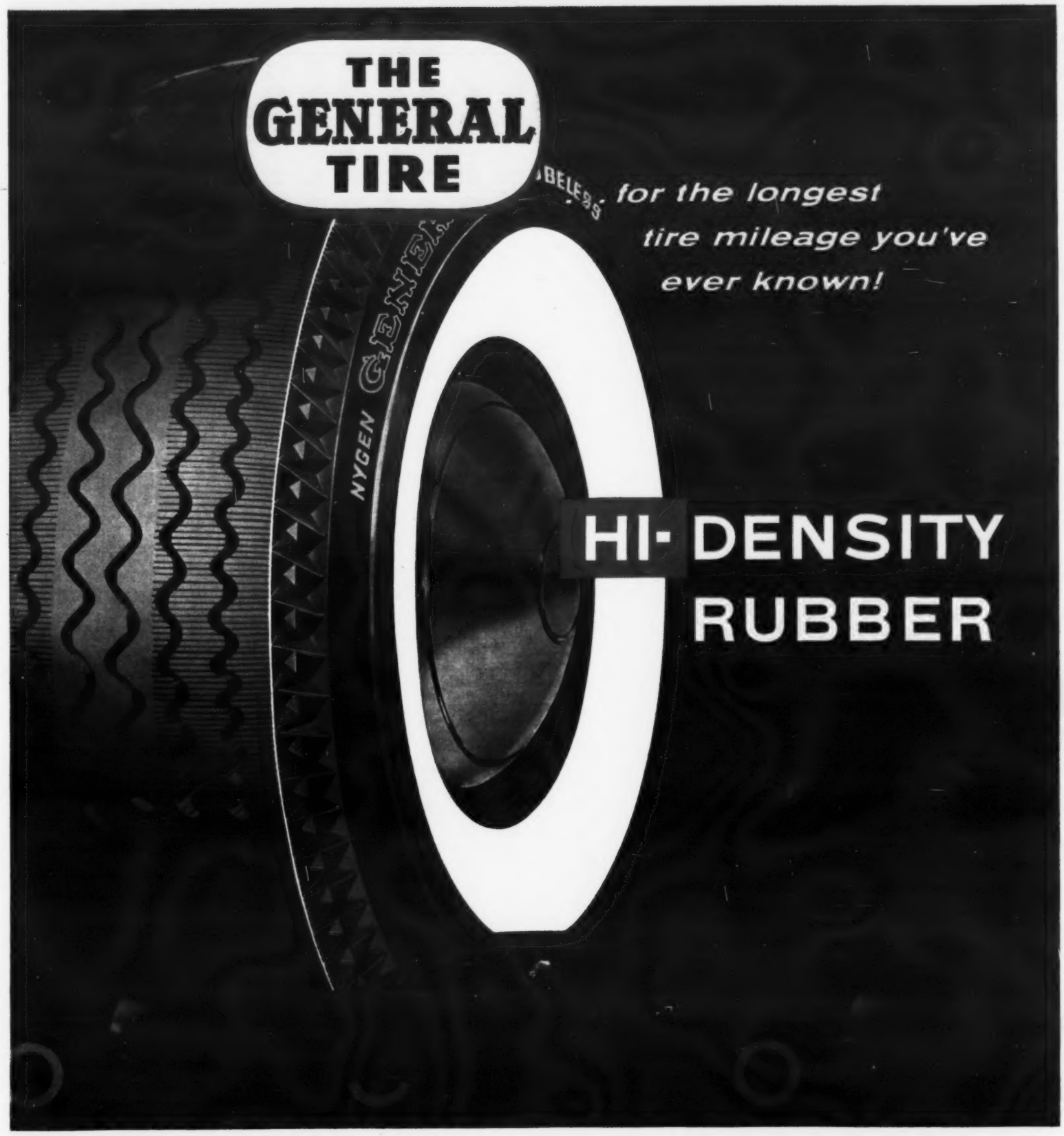
Compiled by Automotive News from R. L. Polk & Co. statistics. All adjustments made throughout the year have been incorporated in each month of these final figures.

MONTHS		Buick	Cadillac	Chevrolet	Chrysler	DeSoto	Dodge	Ford	Henry J	Hudson	Kaiser	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Willys	Miscellaneous	TOTAL
January	'55	50588	12530	77810	13347	8963	20651	89814		2494	201	2179	21249	4645	39893	1690	47364	36614	6640	727	2625	440024
	'54	23679	3219	82143	9033	6964	11583	81413	160	2941	479	2669	23860	5784	13777	4094	33362	24655	7884	1404	1595	340698
February	'55	51628	10920	98254	11389	8384	19801	107758		2451	170	1993	23207	4325	40357	3099	46518	35376	7308	734	2582	476254
	'54	33292	6409	89390	8471	6046	10976	91789	119	2221	469	2750	23062	5502	20808	3718	29318	25292	7045	1325	1590	369592
March	'55	69248	13427	135470	15935	11733	27159	134889		4126	168	2585	32168	7975	51461	5520	61669	47899	10408	844	3773	636457
	'54	47972	10545	115070	10179	7039	13673	115607	135	2703	814	3525	27165	7440	35037	4954	34862	32126	8319	1573	1993	480731
April	'55	69164	12549	132264	14760	11332	26911	131488		4920	115	2491	31276	9606	51553	5614	62100	47168	9770	775	3780	627636
	'54	50359	11169	126255	9794	7398	14148	121475	123	2779	1153	3589	25603	8282	38643	3741	37926	32560	8968	1670	2467	508102
May	'55	71177	12891	149613	14799	11182	26463	136964		4778	64	3039	34308	10075	53517	5530	62588	48675	9574	705	4219	660161
	'54	51534	10735	132966	9288	6490	13886	127523	87	2729	988	3460	24794	7929	42626	3065	38184	32872	7582	1814	2406	520958
June	'55	69888	11712	162906	15011	11623	25041	140568		4874	62	3222	36172	10655	53774	5343	63472	49982	9625	574	4593	679097
	'54	52753	11650	152028	8728	6701	14114	168770	97	3713	891	3812	27972	8805	44234	3105	42776	33883	8170	1914	2603	596719
July	'55	64748	10820	149595	13560	10855	23564	142819		4331	41	3218	35039	9801	52178	4912	58498	47161	8981	465	4805	645391
	'54	47051	10233	119544	7738	5958	12447	109893	71	4276	759	3031	24910	7599	40426	2691	37791	27221	8463	1679	2535	474316
August	'55	69301	12494	150450	12577	9349	23643	147746		4005	33	2687	34635	9272	54642	4331	57060	46930	7217	413	5515	652300
	'54	45549	9755	110613	6435	5448	11262	109408	147	2998	877	2747	21062	6817	37665	2980	27172	27296	7901	1757	2423	440312
September	'55	69908	11228	163732	11935	8712	24582	136804		3264	35	2670	33232	7973	57598	4046	56300	48152	7162	355	4120	651808
	'54	41657	9237	105816	5753	5100	10463	107849	105	2585	714	3070	17898	6795	34130	3173	19136	24544	6285	1193	2341	407844
October	'55	61302	5386	138977	9512	7603	26317	130791		3123	22	3504	31390	7636	46673	4442	42351	40256	7039	290	6026	572640
	'54	42128	8065	88213	5745	5249	11057	111043	75	2801	894	2743	19177	6681	36584	2914	16426	19465	6444	1266	2382	389352
November	'55	32765	11769	120458	10747	8212	19717	129939		2212	14	3381	29445	5640	36787	3620	39490	38660	5081	210	5139	503286
	'54	28500	5891	103357	7541	5575	11877	89588	32	2898	718	2369	16431	5720	24388	2421	19862	38105	9666	1153	2421	378513
December	'55	58162	15312	161152	12886	10114	20474	143696		2634	34	4048	29716	5938	51082	3956	49942	43134	6956	175	5443	624854
	'54	49023	13420	192058	13036	8771	19303	166082	—28	3180	133	2486	17992	5375	38832	1540	44263	40148	9187	254	3272	628327
Grand Totals	'55	737879	141038	1640681	156458	118062	284323	1573276		43212	959	35017	371837	93541	589515	52103	647352	530007	95761	6267	52620	7169908
	'54	513497	110328	1417453	101741	76739	154789	1400440	1123	35824	8889	36251	269926	82729	407150	38396	381078	358167	95914	17002	28028	5535464

New Commercial Car Registrations by Months, 1955-1954

All adjustments made throughout the year have been incorporated in each month of these final figures. Compiled by Automotive News from R. L. Polk & Co. statistics.

MONTHS		Autocar	Brockway	Chevrolet	Diamond T	Dodge	Ford	G.M.C.	International	Mack	Reo	Studebaker	White	Willys	Miscellaneous	TOTAL		MONTHS
January	'55		97	19437	221	5287	18792	5161	8396	541	213	750	1023	1839	474	62231	'55	January
	'54	92		21314	205	5140	18825	5193	6082	437	181	864	859	972	530	60694	'54	
February	'55		86	16487	236	4676	19383	3853	6855	530	125	772	919	1879	403	56204	'55	February
	'54	84		20723	197	4608	19956	5571	5997	356	191	809	772	1104	475	60843	'54	
March	'55		89	14948	309	5756	25201	3661	8713	789	183	1091	1029	2170	577	64516	'55	March
	'54	121		24640	277	5533	24321	6303	7133	486	261	862	1011	1033	602	72583	'54	
April	'55		94	24860	327	5026	27993	4694	9336	1000	297	1129	1239	2406	675	79076	'55	April
	'54	114		26376	241	5269	24375	6654	7694	560	191	1088	1088	1145	537	75332	'54	
May	'55		85	29583	312	5214	24630	6989	8845	1081	232	1061	1168	2166	715	82081	'55	May
	'54	109		27860	261	5500	25899	6218	7752	595	186	1034	892	1299	592	78197	'54	
June	'55		65	34143	324	6387	24392	8740	9423	1005	278	1080	1238	2167	763	90005	'55	June
	'54	104		31294	224	5033	31350	5854	7176	608	225	1013	968	1457	564	85870	'54	
July	'55		91	30058	307	6277	24378	8031	8990	877	280	925	1224	2153	852	84443	'55	July
	'54	85		24154	210	4764	19478	5276	6885	573	156	869	799	1422	493	65164	'54	
August	'55		83	31650	314	6095	29461	8920	9194	1061	276	908	1140	2162	755	92019	'55	August
	'54	71		22934	196	4499	21109	5113	6447	447	151	789	665	1203	377	64001	'54	
September	'55		86	32133	330	5658	28443	8560	8240	877	344	834	1463	2159	764	89891	'55	September
	'54	45		24403	200	4585	21590	5111	6257	509	192	532	634	1674	442	66174	'54	
October	'55		106	33430	376	5680	23673	8609	8185	1078	345	813	1476	2628	863	87262	'55	October
	'54	97		23390	203	5137	21267	5251	8770	492	217	534	1039	2089	735	69221	'54	
November	'55		128	28361	297	4747	21174	7786	6683	992	262	653	1154	2522	781	75540	'55	November
	'54	71		23564	219	5112	17585	5257	7184	528	175	855	845	2160	568	64123	'54	
December	'55		134	34701	344	5405	28380	9873	7581	1101	286	801	1299	3001	827	93733	'55	December
	'54	48		22427	268	5478	22044	4843	6845	507	157	944	768	1965	605	66899	'54	
Grand Totals	'55		1144	329791	3697	66208	295900	84877	100441	10932	3121	10817	14372	27252	8449	957001	'55	Grand
	'54	1041		293079	2701	60658	267799	66644	84222	6098	2283	10193	10340	17523	6520	829101	'54	Total



NEW tougher textured for longer mileage!

NEW flexibility for ground-gripping skid-safety!

All the extra-long, extra-safe mileage you have ever wanted in a tire is yours, now that General has perfected HI-DENSITY Rubber. It combines tremendous new toughness with a degree of ground-gripping skid-safety never before thought possible.

You get quick, straight stops and quiet running even on wet pavements.

Your General Tire Dealer will arrange a demonstration.

THE GENERAL TIRE...GOES A LONG WAY TO MAKE FRIENDS

NEW PASSENGER CAR REGISTRATIONS, 12 MONTHS' TOTAL, 1955-1954

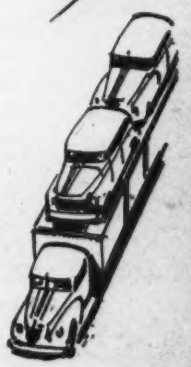
		Hudson	Nash	AM. MOTORS TOTAL	Chrysler	DeSoto	Dodge	Plymouth	CHRYSLER TOTAL	Continental	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	G. M. TOTAL	Kaiser	Willys	K-W TOTAL	Packard	Studebaker	S-P TOTAL	Miscellaneous	TOTAL
Alabama	'55	442	799	1241	1611	1038	3031	9257	14937	6	26524	352	4635	31517	8667	1150	28473	6655	7353	52298	1	29	30	370	1025	1395	233	101651
	'54	268	564	832	1008	620	1728	4423	7779		21406	316	2759	24481	5735	922	23886	3925	4076	38544	41	112	153	241	739	980	124	72873
Arizona	'55	260	526	786	793	486	1548	3195	6022	2	8723	199	1814	10738	3691	752	8990	2393	2466	18292	11	32	43	302	763	1065	357	37303
	'54	146	450	596	443	298	683	1763	3187		6668	220	1289	8177	2250	548	6355	1589	1256	11998	53	175	228	221	484	705	108	24999
Arkansas	'55	273	338	611	656	507	1650	4631	7444	2	13473	176	2569	16220	3563	634	13020	3804	3456	24477	4	34	38	185	566	751	32	49573
	'54	193	242	435	442	358	979	2933	4712		11307	180	1572	13059	2586	497	11034	2336	2170	18623	32	62	94	132	501	633	33	37589
California	'55	4090	9497	13587	13379	9827	24744	47327	95277	91	131504	4745	47229	183569	83158	17486	134928	52321	50084	337977	123	469	592	4449	10922	15371	19519	665892
	'54	2067	7027	9094	6684	5472	10470	23609	46235		107434	4348	28424	140206	43528	13353	99331	35118	23034	214364	1039	1638	2677	2447	10135	12582	9631	434789
Colorado	'55	517	1068	1585	1631	949	2454	4592	9626	6	14353	402	3528	18289	4927	1287	15406	4760	4332	30712	5	23	28	463	957	1420	265	61925
	'54	427	825	1252	986	489	1460	2513	5448		11590	472	2493	14555	3950	923	11986	3702	2685	23246	51	215	266	357	720	1077	163	46007
Connecticut	'55	971	2273	3244	3347	1750	4707	10687	20491	16	21275	563	4942	26796	10222	2243	21045	9095	7972	50577	15	83	98	1147	1602	2749	1924	105879
	'54	771	1879	2650	2346	1337	3380	7161	14224		20363	657	4370	25390	7912	1910	17487	6349	6133	39791	153	342	495	831	1703	2534	1118	86202
Delaware	'55	20	141	161	387	318	863	2230	3798	3	5678	127	1026	6834	2262	409	5845	1535	1605	11656	1	16	17	120	243	363	111	22940
	'54	46	112	158	240	167	291	988	1686		4676	162	775	5613	1423	334	5192	1152	1051	9152	13	50	63	91	270	361	68	17101
District of Columbia	'55	142	328	470	807	691	1314	4425	7237	1	6224	147	1433	7805	3257	869	7884	3040	3112	18162	6	14	20	301	353	654	381	34729
	'54	155	247	402	577	410	687	2688	4362		5643	186	1121	6950	2049	632	6058	1979	1895	12613	31	52	83	225	346	571	188	25169
Florida	'55	1012	1696	2708	3747	2346	6132	14313	26538	36	48331	1224	9676	59267	16707	4931	50078	16256	13333	101305	9	162	171	1219	2376	3595	1884	195468
	'54	612	1556	2168	2287	1593	2990	8193	15063		35244	1206	6212	42662	10918	3043	35879	9106	7287	66233	195	621	816	888	2490	3378	1113	131433
Georgia	'55	213	955	1168	1931	1286	4608	10478	18303	2	37277	434	6600	44313	11161	1861	38676	9699	11326	72723	24	78	102	642	1800	2442	331	139382
	'54	260	748	1008	1128	732	2244	5730	9834		28810	447	4508	33765	7571	1338	30382	5554	6422	51267	134	233	367	427	1541	1968	228	98437
Idaho	'55	313	459	772	670	462	1200	1859	4191	2	4607	157	1418	6184	2538	474	5374	1864	1948	12198	6	38	44	210	617	827	56	24272
	'54	206	413	619	341	286	601	1124	2352		4062	159	1139	5360	2137	418	4592	1526	1211	9884	52	195	247	109	567	676	49	19187
Illinois	'55	5765	7423	13188	11049	7410	17015	44466	79940	37	89207	2445	24758	116447	51913	11010	100889	44294	32372	240478	45	323	368	3579	5722	9301	1161	460883
	'54	4692	7555	12247	7896	5299	10594	27206	50995		91112	2705	18977	112794	40857	9014	102825	32512	23231	208439	607	944	1551	3413	6310	9723	2557	398306
Indiana	'55	1435	3186	4621	4926	4460	9628	20283	39297	16	50095	938	10673	61722	24533	3879	51721	18319	17798	116250	21	206	227	1637	5752	7389	645	229951
	'54	1389	2786	4175	2956	2554	5065	11185	21760		43180	900	6755	50835	16889	3134	45043	12100	10514	87680	285	465	750	1039	5847	6886	258	172344
Iowa	'55	634	1292	1926	2406	1475	4448	8974	17303	6	25722	428	5405	31561	9616	1625	28353	8010	7296	54900	14	59	73	697	1611	2308	223	108294
	'54	548	1265	1813	1681	1089	3029	6140	11939		27536	491	4482	32509	8153	1367	27813	6692	5673	49698	188	191	379	375	1735	2110	86	98534
Kansas	'55	735	1705	2440	1948	1290	3688	8002	14928	8	23315	403	5006	28732	8618	1591	24987	7052	8738	50986	16	69	85	665	1289	1954	167	99292
	'54	673	1641	2314	1315	943	2404	5292	9954		22936	474	3914	27324	7173	1263	24798	5932	5401	44567	247	232	479	418	1631	2049	139	86826
Kentucky	'55	365	784	1149	1341	1032	3152	7336	12861	1	21410	191	3733	25335	8549	997	23517	6225	5887	45175	9	69	78	434	1000	1434	73	86105
	'54	238	744	982	831	689	1804	3995	7319		19035	259	2631	21925	5928	860	19605	4261	4192	34846	61	117	178	315	1291	1606	71	66927
Louisiana	'55	207	671	878	1443	1046	3067	8293	13849	6	27675	339	4420	32440	7390	1385	26737	8047	8236	51795	8	52	60	481	1578	2059	184	101265
	'54	143	609	752	1093	808	1946	5473	9320		23247	362	3030	26639	5558	1133	27518	4850	5260	44319	112	93	205	406	1722	2128	137	83500
Maine	'55	340	685	1025	577	581	1280	3286	5724	2	6564	130	1379	8075	2427	411	7578	1648	2166	14230	7	56	63	213	566	779	295	30191
	'54	270	476	746	399	438	890	2137	3864		5071	144	1099	6314	1878	317	6090	1235	1741	11261	42	172	214	151	597	748	119	23266
Maryland	'55	576	1113	1689	2284	2160	4992	13524	22960	8	25802	455	5274	31539	10761	1798	29215	8722	8578	59074	7	58	65	929	1733	2662	578	118567
	'54	527	1206	1733	1541	1194	2471	7790	12996		22959	481	3978	27418	7329	1246	22675	4860	5817	41927	132	329	461	624	1642	2266	341	87142
Massachusetts	'55	1385	4248	5633	4154	3301	6642	18092	32189	16	39227	846	7538	47627	17121	3002	37062	16995	12775	86955	20	115	135	1308	1937	3245	1888	177672
	'54	1362	4009	5371	2865	2684	4764	12864	23177		37122	1048	7372	45542	13393	2608	35365	12837	11531	75734	218	605	823	1430	2550	3980	1254	155881
Michigan	'55	2039	4843	6882	9478	7483	21334	42528	80823	74	118578	2385	26739	147776	59170	11315	121580	39645	36530	268240	31	223	254	3417	3942	7359	1191	512525
	'54	1890	4791	6681	5386	4134	8599	20074	38193		108235	2470	17722	128427	42012	9766	87736	29788	25415	194717	368	630	998	2361	3776	6137	472	375625
Minnesota	'55	890	1472	2362	2716	2194	4940	10705	20555	6	31456	514	6359	38335	11760	2256	30279	12186	8059	64540	13	90	103	1118	2220	3338	190	129423
	'54	820	1669	2489	2039	1615	2826	7365	13845		31219	576	5284	37079	10365	1878	31458	9491	6207	59399	242	320	562	889	2292	3181	141	116696
Mississippi	'55	181	317	498	822	787	2020	6386	10015	5	15895	202	2829	18931	4886	828	17144	3939	4483	31280	7	28	35	271	742	1013	35	61807
	'54	105	293	398	646	484	1146	3306	5582		12820	170	1770	14760	3677	623	15806	2515	2766	25387	26	89	115	97	640	737	21	47000
Missouri	'55	519	2047	2566	2819	3002	5660	19579	31060	6	41447	647	9275	51375	15167	2716	43332	14211	14497	89923	24	103	127	842	2381	3223	430	178704
	'54	482	1986	2468	1937	1889	3135	11112	18073		39359	709	7070	47138	11280	2390	43327	10241	8904	76142	187	281	468	843	2338	3181	267	147737
Montana	'55	332	388	720	675	387	1354	2105	4521	2	6072	154	1389	7617	1937	511	6651	2071	1901	13071	6	28	34	306	659	965	117	27045
	'54	323	388	711	440	290	862	1543	3135		5665	152	1033	6850	1870	445	5779	1894	968	10956	61	165	226	252	543	795	30	22703
Nebraska	'55	244	550	794	1252	841	2338	4979	9410	4	15113	236	3270	18623	6290	1009	13916	4302	3924	29441	6	49	55	424	822	1246	57	59626
	'54	198	587	785	949	509	1443	3379	6280		14974	283	2720	17977	5024	842	14220	3583	3103	26772	105	136	241	272	846	1118	43	53216
Nevada	'55	65	125	190	274	229	471	956	1930		2432	80	671	3183	1103	366	2141	1143	922	5675	1	4	5	213	624	837	247	12067
	'54	31	171	202	194	145	277	525	1141		1787	100	420	2307	767	203	1553	692	456	3671	12	49	61	59	488	547	123	8052
New Hampshire	'55	371	563	934	462	360	1001	2139	3962	3	4921	136	1084	6144	1773	295	5693	1505	1853	11119	3	30	33	166	409	575	281	23048
	'54	330	499	829	339	271	707	1498	2815		3987	124	765	4876	1348	253	4582	1156	1435	8774	41	146	187	125	414	539	118	18138
New Jersey	'55	1382	3005	4387	8184	6351	11386	26315	52236	28	49720	1383	14240	65371	31062	6448	50986	22352	17560	128408	27	164	191	2574	3237	5811	2123	258527
	'54	1624	3193	4817	6437	4083	6414	17836	34770		49981	1524	14339	65844	18657	5028	46199	15391	16797	102072	352	847	1199	2290	3851	6141	1233	216076
New Mexico	'55	77	276	353	670	393	1102	2098	4263	1	6601	223	1822	8647	3181	556	7664	2344	2620	16365	1	21	22	229	495	724	127	30501
	'54	104	236	340	501	256	699	1391	2847		5333	210	1199	6742	2246	450	5949	1725	1514	11884	25	71	96	110	425	535	64	22508
New York	'55	3426	9361	12787	19951	13307	28082	65864	127204	47	119719	3534	31476	154776	69969	15741	127106	60512	45651	318979	164	616	780	5849	7257	13126	7207	634859
	'54	3554	7736	11290	13871	10105	17700	41815	83491		98985	3530	25194	127709	47383	11005	106606	37928	38260	241182	651	1347	1998	4028	7803	11831	3577	481078
North Carolina	'55	566	1113	1679	2695	2030	4421	10866	20012	6	34343	490	5995	40834	11757	1907	32845	10131	10344	66984	15	138	153	670	1535	2205	247	132114
	'54	378	926	1304	1502	1165	2581	6579	11827		27470	441	3778	31689	8151	1617	26673	6391	6768	49600	83	298	381	545	1461	2006	179	96986
North Dakota	'55	109	269	378	561	474	1112	2241	4388		5314	97	1163	6574	1545	313	5436	1714	1145	10153	3	15	18	192	343	535	9	22055
	'54	90	321	411	403	355	658	1611	3027		6252	100	865	7217	1509	276	6439	1446	859	10529	36	29	65	93	294	387	18	21654
Ohio	'55	2369	5259	7628	10392	8747	21701	39824	80664	37	98113	2165	23476	123791	48964	8424	92745	35996	34605	220734	92	713	805	3868	4983	8851	1289	443762
	'54	2378	4849	7227	6023	5520	10505	20865	42913		84055	2181	16503	102739	33789	6743	80031	23887	23884	168334	804	1085	1889	2768	5148	7916	750	331768
Oklahoma	'55	359	879	1238	1215	1155	2535	6556	11461	9	22748	392	5132	28281	8932	1583	25049	8081	7922	51567	5	37	42	403	1172	1575	183	94347
	'54	303	715	1018	822	814	1528	3930	7094		21633	513	4054	26200	6649	1112	22032	5996	4684	40473	43	94	137	273	1133	1406	100	76428
Oregon	'55	873	1650	2523	1632	1519	3379	5743	12273	4	17314	532	4600	22450	7322	1426	19474	6608	6127	40957	7	80	87	473	1531	2004	1108	81402
	'54	411	1400	1811	976	931	1767	3588	7262		13753	391	2728	16872	4789	1073	13353	4494	2733	26442	126	330	456	340	1316	1656	315	54814
Pennsylvania	'55	2992	6114	9106	12460	10136	23638	55534	101768	39	89868	2112	21948	113967	49919	8350	95387	36777	33805	224238	83	1074	1157	4903	6014	10917	2186	463339
	'54	2683	5399	8082	8126	6564	12117	30950	57757		80373	2198	15699	98270	35094	6695	90837	25547	24637	182810	766	1700	2466	4125	5334	9459	978	359822
Rhode Island	'55	310	820	1130	845	641	1282	4008	6776	3	6376	172	1513	8064	2817	743	6945	2790	2087	15382	2	25	27	267	530	797	361	32537
	'54	284	789	1073	552	403	907	2447	4309		6056	194	1385	7635	2493	553	6149	2001	1775	12971	54	81	135	145	640	785	275	27183
South Carolina	'55	308	360	668	786	828	2073	5030	8717	4	15800	190	2544	18538	5168	718	16513	4215	4519	31133	4	28	32	234	685	919	210	60217
	'54	240	328	568	537	496	1176	3294	5503		13069	194	1575	14838	3912	634	14534	2957	3010	25047	41	124	165	183	568	751	180	47052
South Dakota	'55	192	397	589	506	307	1132	2232	4177		5530	102	1260	6892	2366	375	5791	1799	1368	11699	6	47	53	271	400	671	31	24112
	'54	155	359	514	403	264	781	1559	3007		6133	117	898	7148	1923	266	6047	1498	1017	10751	74	105	179	167	390	557	8	22164
Tennessee	'55	406	968	1374	1655	1433	4055	11179	18322	3	29388	327	5566	35284	10603	1449	30608	10298	8806	61764	3	73	76	589	1280	1869	175	118864
	'54	320	782	1102	1101	962	2358	6954	11375		26181	348	3362	29891	7327	1172	27552	5477	5213	46741	58	185	243	428	1285	1713	159	91224
Texas	'55	1161	2505	3666	6461	4124	11652	30402	52639	33	103226	2075	23580	128914	41236	8108	116765	36660	34731	237500	24	150	174	1620	4780	6480	638	429931
	'54	858	2545	3403	4619	2578	7208	19324	33729		93909	2380	17992	114281	30490	6343	103318	27705	23009	190865	257	496	753	1134	4878	6012	466	349509
Utah	'55	177	295	472	684	675	1204	2153	4716	1	5497	160	1602	7260	3095	580	5497	2558	2322	14052	1	19	20	187	290	477	265	27262
	'54	137	316	453	471	332	484	1062	2349		4379	164	1127	5670	2262	416	4374	1865	1356	10273	56	115	171	120	294	414	36	19366
Vermont	'55	80	395	475	368	208	578	1583	2737		3142	45	623	3810	1186	187	3808	924	996	7101	2	16	18	90	277	367	145	14653
	'54	68	365	433	277	142	464	1167	2050		2757	54	481	3292	991	160	3113	567	816	5647	18	93	111	90	233	323	70	11926
Virginia	'55	867	1641	2508	2900	2314	5200	13797	24211	6	32012	522	6283	38823	12616	2057	30327	10294	10516	65810	23	125	148	1007	2110	3117	932	135549
	'54	1093	1561	2654	2022	1590	3072	9340	16024		31209	584	5269	37062	8911	1715	28918	6939	7530	54013	233	319	552	795	2192	2987	700	113992
Washington	'55	736	2305	3041	1932	1824	4355	7651	15742	5	18930	459	4144	23538	8655	1305	19650	6674	6540	42824	10	79	89	802	1656	2458	1519	89231
	'54	600	1765	2365	1225	1056	1977	4651	8909		16862	417	2982	20261	5449	958	14332	4805	3326	28870	137	257	394	561	1551	2112	668	63579
West Virginia	'55	395	766	1161	1436	1004	3431	6451	12322	6	11633	207	2529	14375	5329	650	12046	3534	3923	25482	9	100	109	440	931	1371	131	54951
	'54	256	497	753	823	555	1418	3428	6224		10081	207	1550	11838	3443	561	10377	2168	2490	19039	46	184	230	348	659	1007	63	39154
Wisconsin	'55	1968	5527	7495	3146	2584	6123	12139	23992	7	31943	656	6773	39379	17528	2670	31882	14209	10398	76687	35	181	216	1147	1892	3039	438	151246
	'54	995	3682	4677	1783	1597	3151	6655	13186		31544	618	4618	36780	13045	2000	28816	10217	7893	61971	285	492	777	732	2153	2885	296	120572
Wyoming	'55	123	144	267	394	310	601	1059	2364		3159	119	896	4174	1462	358	3643	1309	1020	7792		26	26	160	152	312	35	14970
	'54	121	227	348	273	174	349	623	1424		2978	85	644	3707	1424	291	3429	1171	762	7077	16	91	107	83	148	231	16	12910
12 Months' Total, All States	'55	43212	93541	136753	156468	118062	284323	647352	1206195	606	1573276	35017	371837	1980736	737879	141038	1640681	589515	530007	3639120	959	6267	7226	52103	95761	147864	52014	7169908
	'54	35824	82729	118553	101741	76739	154789	381078	714347		1400440	36251	269926	1706617	513497	110328	1417453	407150	358167	2806595	8889	17002	25891	38396	95914	134310	29151	5535464

"The information contained in this report has been compiled from official state documents. Every reasonable precaution has been exercised to insure accuracy of this report to the extent of the registrations received and tabulated at the time the report is published. R. L. Polk & Co. cannot assume any liability by reason of inaccuracies or omissions."—R. L. Polk & Co.

NEW COMMERCIAL CAR REGISTRATIONS, 12 MONTHS' TOTAL, 1955-1954

Truck registrations by states are released here weekly, as compiled by R. L. Polk representatives in state capitals.		Brockway	Chevrolet	Diamond T	Dodge	Ford	G. M. C.	International	Mack	Reo	Studebaker	White	Willys	Misc.	TOTAL		
Alabama	'55		8625	25	1279	6769	2417	1706	248	34	114	198	196	41	21652	'55	Alabama
	'54		7058	14	1104	5684	1427	1387	98	11	110	204	132	18	17247	'54	
Arizona	'55		3271	11	734	2422	1044	636	41	17	159	47	431	103	8916	'55	Arizona
	'54		2516	13	619	2351	794	562	16	16	69	50	258	60	7324	'54	
Arkansas	'55		6258	30	903	5677	1947	1390	50	8	209	77	116	4	16669	'55	Arkansas
	'54	1	6246	30	808	5773	1632	1203	21	9	175	89	112	3	16102	'54	
California	'55	4	30200	312	7189	28123	8909	5779	385	282	1111	912	3379	1791	88376	'55	California
	'54	18	22699	215	5590	20890	5944	4168	221	109	777	569	1967	799	63966	'54	
Colorado	'55		4206	29	861	3478	1222	1168	99	44	168	122	1188	174	12759	'55	Colorado
	'54		3535	15	677	2917	1010	1019	49	35	133	71	756	125	10342	'54	
Connecticut	'55	23	2689	102	652	2377	755	1123	311	60	109	343	374	153	9071	'55	Connecticut
	'54	28	2310	64	653	2013	608	908	175	56	138	184	200	150	7487	'54	
Delaware	'55	6	959	6	224	828	354	480	265	4	14	248	45	16	3449	'55	Delaware
	'54	8	969	3	178	683	236	267	41	2	22	75	31	12	2527	'54	
District of Columbia	'55	2	863	13	253	735	337	236	13	30	4	39	46	35	2606	'55	District of Columbia
	'54	4	717	14	325	616	173	191	9	12	8	45	34	39	2187	'54	
Florida	'55	1	9639	78	1621	8960	2523	2183	553	131	358	598	1208	307	28160	'55	Florida
	'54		7257	89	1366	7570	1918	1818	324	86	297	343	896	108	22072	'54	
Georgia	'55		10047	31	1761	9355	2343	2173	289	42	278	336	200	24	26879	'55	Georgia
	'54	5	8910	25	1669	8612	2020	2291	144	55	404	237	204	25	24601	'54	
Idaho	'55		2060	12	528	1686	826	840	46	4	157	42	611	37	6849	'55	Idaho
	'54		1863	8	491	1611	731	680	35	8	97	25	391	36	5976	'54	
Illinois	'55		12999	478	2978	12114	2921	5877	237	131	443	547	737	324	39786	'55	Illinois
	'54		13142	416	2663	11574	2473	5181	134	84	498	472	507	232	37376	'54	
Indiana	'55		10059	133	1841	8430	2113	4060	167	115	672	668	349	369	28976	'55	Indiana
	'54		8225	90	1781	7829	1458	3303	69	60	497	568	206	126	24212	'54	
Iowa	'55	2	5474	127	1076	5485	1000	2964	57	23	147	144	169	102	16770	'55	Iowa
	'54	1	6463	87	1175	6231	985	2784	36	16	241	99	138	52	18308	'54	
Kansas	'55		6416	33	715	5530	1409	1879	4	45	182	106	250	47	16616	'55	Kansas
	'54		6129	35	801	5656	1398	1771	11	21	238	87	215	9	16371	'54	
Kentucky	'55		6148	34	929	5134	1736	1454	104	33	160	152	385	28	16297	'55	Kentucky
	'54		6048	36	880	5190	1360	1427	47	42	168	117	278	65	15658	'54	
Louisiana	'55		8300	45	1204	7885	1772	1800	82	10	233	170	261	19	21781	'55	Louisiana
	'54		7154	41	1015	6583	1482	1607	66	12	254	90	208	27	18539	'54	
Maine	'55	3	1992	15	369	1676	635	705	158	3	111	71	401	59	6198	'55	Maine
	'54	3	1636	19	330	1524	497	466	95	9	85	76	258	25	5023	'54	
Maryland	'55	29	3769	43	1025	3567	652	1269	205	64	118	251	195	80	11267	'55	Maryland
	'54	29	3311	21	1339	2998	660	978	115	42	90	141	103	54	9881	'54	
Massachusetts	'55	44	3831	100	962	4619	1020	1583	311	115	105	362	564	263	13879	'55	Massachusetts
	'54	61	3532	63	1087	4328	603	1130	268	141	178	428	361	150	12530	'54	
Michigan	'55	1	14297	202	3359	14624	3734	2460	233	246	319	347	856	356	41034	'55	Michigan
	'54		12284	125	2825	13258	2566	2170	111	124	252	299	448	314	34776	'54	
Minnesota	'55		5771	82	1074	5843	1398	2368	103	42	247	102	374	122	17526	'55	Minnesota
	'54		5825	46	1072	5794	1283	2398	56	46	232	101	247	123	17223	'54	
Mississippi	'55		7990	2	900	6242	1963	1816	63	2	196	36	167	8	19385	'55	Mississippi
	'54		7577	1	803	6203	1642	1574	35	1	165	33	143	3	18180	'54	
Missouri	'55		10045	130	1385	7982	2389	2762	90	59	191	285	273	83	25674	'55	Missouri
	'54		9290	47	1302	7431	2319	2213	71	42	267	263	208	45	23498	'54	
Montana	'55		2576	3	539	2208	892	1026	63	23	176	71	834	67	8478	'55	Montana
	'54		2168	9	449	2083	717	960	40	11	151	36	548	29	7201	'54	
Nebraska	'55		3622	142	727	3584	955	1845	43	24	114	143	306	202	11707	'55	Nebraska
	'54		3721	91	579	3812	933	1664	34	13	155	90	322	157	11571	'54	
Nevada	'55		733	1	235	687	316	275	6	2	129	3	239	8	2634	'55	Nevada
	'54		570	3	180	744	273	144	9		83	1	141	13	2161	'54	
New Hampshire	'55	8	969	8	247	883	281	291	134	23	51	43	304	40	3282	'55	New Hampshire
	'54	8	965	9	264	748	248	279	57	21	45	25	209	21	2899	'54	
New Jersey	'55	195	6754	160	2054	6738	2309	2188	598	58	181	696	478	417	22826	'55	New Jersey
	'54	194	6365	140	1780	6586	1973	2036	490	55	272	544	310	302	21047	'54	
New Mexico	'55		3400	17	536	2325	949	668	114	6	102	47	397	36	8597	'55	New Mexico
	'54		2797	12	455	1896	791	572	70	9	105	76	252	24	7059	'54	
New York	'55	547	13556	312	5180	13019	4320	7153	1466	557	419	1391	1943	857	50720	'55	New York
	'54	484	12382	238	4212	11711	2958	5116	835	369	435	1024	1164	424	41352	'54	
North Carolina	'55		10050	36	1465	8070	2176	1759	499	31	341	368	331	55	25181	'55	North Carolina
	'54		9138	42	1364	6910	1642	1737	347	27	280	369	240	34	22130	'54	
North Dakota	'55		1521	2	345	1432	472	1040	1		58	6	138	6	5021	'55	North Dakota
	'54		1707	1	323	1740	355	932	3		57	6	94	3	5221	'54	
Ohio	'55	6	13411	213	3082	13261	3219	5478	553	184	391	966	1018	533	42315	'55	Ohio
	'54	5	11389	110	3093	12288	2273	4181	247	211	439	783	575	263	35857	'54	
Oklahoma	'55		7898	22	990	6566	1795	2208	81	30	197	150	213	55	20205	'55	Oklahoma
	'54		7320	1	889	6289	1650	1816	69	27	201	184	140	70	18656	'54	
Oregon	'55		4674	83	1000	4232	1733	1600	178	59	299	393	1298	310	15859	'55	Oregon
	'54		3469	82	970	3222	1335	1265	130	17	148	170	951	182	11941	'54	
Pennsylvania	'55	254	13436	210	3955	12860	3662	6418	1253	232	535	1104	1195	338	45452	'55	Pennsylvania
	'54	469	11882	137	3981	11490	2630	4955	569	199	505	906	589	352	38654	'54	
Rhode Island	'55	4	1108	45	200	909	175	399	96	21	30	73	62	33	3155	'55	Rhode Island
	'54	4	754	52	209	823	130	246	48	7	45	71	30	25	2444	'54	
South Carolina	'55		4237	7	715	3256	831	696	93	1	86	107	74	10	10113	'55	South Carolina
	'54		4221	7	973	2997	614	700	62		85	103	64	6	9832	'54	
South Dakota	'55		1410	24	318	1576	431	1001	5	4	60	17	278	7	5131	'55	South Dakota
	'54		1410	23	293	1523	437	933		6	80	20	175	8	4908	'54	
Tennessee	'55		6734	32	1179	6089	1803	1863	271	36	174	319	213	23	18736	'55	Tennessee
	'54		6850	14	1217	6118	1579	1729	114	29	165	317	101	25	18258	'54	
Texas	'55		33864	142	3797	26354	5573	7159	494	53	730	1249	1166	175	80756	'55	Texas
	'54		30005	103	3737	23768	4894	6141	314	86	699	1355	799	158	72059	'54	
Utah	'55		1612	13	581	1439	649	561	45	16	74	67	413	71	5541	'55	Utah
	'54		1414	10	360	1092	506	588	33	12	49	35	291	39	4429	'54	
Vermont	'55	6	820	9	207	739	317	403	14	10	33	6	446	20	3030	'55	Vermont
	'54	7	730	6	180	721	252	294	14	5	44	11	237	13	2514	'54	
Virginia	'55	9	7227	24	1439	6402	1660	1724	426	102	257	340	566	96	20272	'55	Virginia
	'54	11	6077	19	1408	5986	1267	1528	155	55	241	235	332	59	17373	'54	
Washington	'55		4359	58	1371	4397	2006	1811	149	51	203	254	894	217	15770	'55	Washington
	'54		3602	33	1248	3461	1567	1504	61	35	163	57	599	150	12480	'54	
West Virginia	'55		3192	17	896	2859	996	840	129	17	155	135	666	34	9936	'55	West Virginia
	'54		2462	11	623	2163	681	603	99	4	79	74	304	27	7130	'54	
Wisconsin	'55		5235	38	1046	5306	1392	2809	93	32	154	191	408	265	16969	'55	Wisconsin
	'54		5636	25	1058	5164	1116	2311	45	43	229	206	313	183	16329	'54	
Wyoming	'55		1485	6	282	1168	546	515	14	5	63	30	597	29	4740	'55	Wyoming
	'54		1349	6	260	1145	404	492	16	3	43	17	442	13	4190	'54	
12 Months' Total All States	'55	1144	329791	3697	66208	295900	84877	100441	10932	3121	10817	14372	27252	8449	957001	'55	12 Months' Total All States
	'54	1340	293079	2701	60658	267799	66644	84222	6098	2283	10193	11381	17523	5180	829101	'54	

"The information contained in this report has been compiled from official state documents. Every reasonable precaution has been exercised to insure accuracy of this report to the extent of the registrations received and tabulated at the time the report is published. R. L. Polk & Co. cannot assume any liability by reason of inaccuracies or ommissions."—R. L. Polk & Co.



HUDSON

HUDSON HERITAGE

It started in 1909 . . . includes excellence of engineering, manufacture, and quality that's among the highest in the industry.

This heritage is rich in automotive "firsts" – more than 80 important improvements – many of which have been adopted by the entire industry. The following are just a few of them:

First low-priced car with sliding gear transmission

First sedan-type body, first cabriolet-type body

First modern high-speed powerplant

First steel bodies on production basis in own plant

First rear luggage compartment; enclosed spare tire

First Single-pedal hydraulic/mechanical brakes

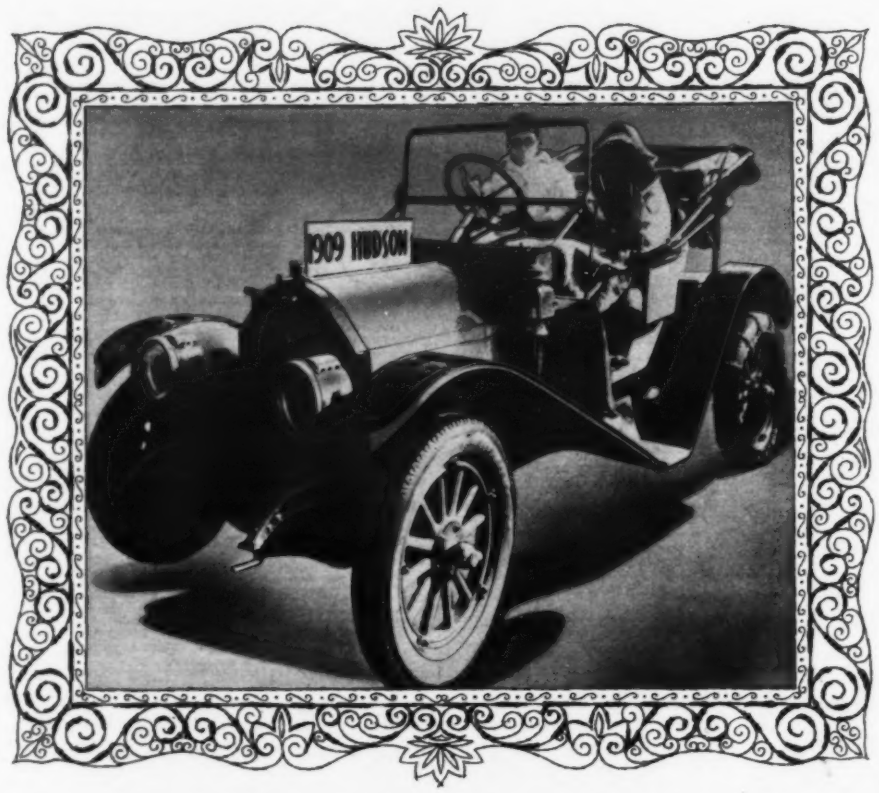
First automatic draft eliminator

First Airfoam seat cushions

First one-piece curved rear window

First with dual carburetion and dual manifolding

From Hudson, which has pioneered great developments in the past, will come more and more important "firsts" in the future. This is our promise for even better and finer automobiles tomorrow!



This first Hudson was the beginning of a long line of fine cars which is now the most complete on the market.

Hudson

Motors Division American Motors Corporation

Detroit 32, Mich., U. S. A.

The most complete line for the most complete market coverage:

HORNET V-8 • HORNET SPECIAL V-8 • WASP • RAMBLER • METROPOLITAN

Products of American Motors — Tune in **"Disneyland"** — ABC-TV Network

Heritage, tradition, and an honest product make Hudson the industry's finest franchise. For interesting information regarding unusual dealership opportunities, get in touch with our nearest zone office or contact V. E. Boyd, General Sales Manager, Hudson Motors Div., American Motors Corp., Detroit 32, Mich. (In Canada, contact: L. E. Fenn, General Sales Manager, Hudson Div., American Motors Sales of Canada, Ltd., 2951 Danforth Ave., Toronto 13, Ont.)

Conveniently located HUDSON ZONE OFFICES

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CHICAGO, 4821 W. 67th Street
CINCINNATI, 4527 Reading Road
CLEVELAND, 8500 Brookpark Rd., Brooklyn
DALLAS, 7900 Ambassador Road
DENVER, 3660 E. 40th Avenue
DETROIT, 12727 Greenfield Avenue
KANSAS CITY, 555 Sunshine Road
LOS ANGELES, 601 Nash St., El Segundo
MEMPHIS, 744 Royal Avenue
MILWAUKEE, 3322 S. Clement Avenue
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...47 years of progress and all set for a bright tomorrow!

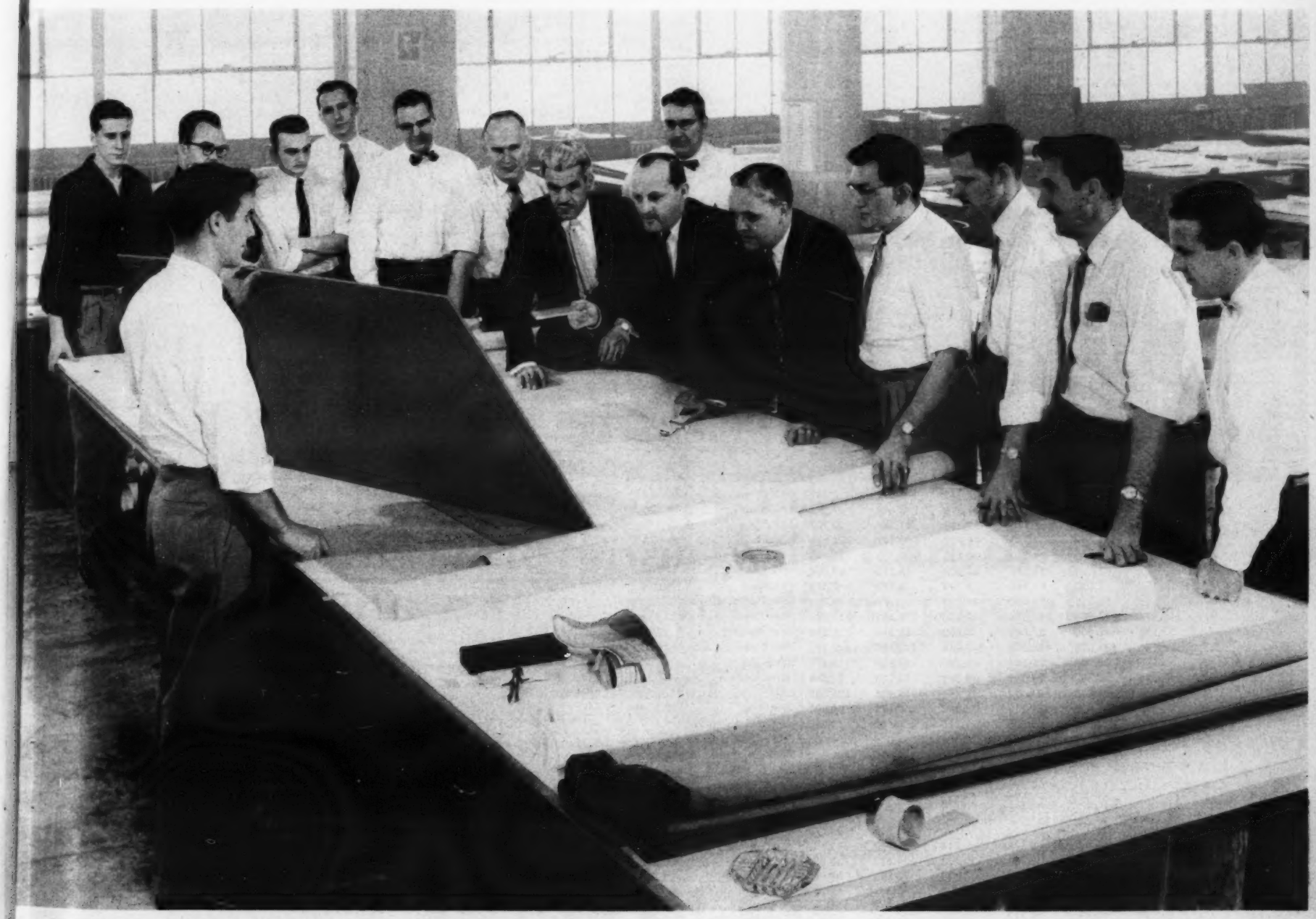
HUDSON TRADITION

Known and respected the world over — is the treasured reward of youthful courage, skill, ideas, and foresight since the early beginning of the company . . . qualities which continue to guide the forward-looking Hudson organization of today.

In the long and fascinating history of Hudson, no period was more promising than the present. Today, on every hand, there's proof that Hudson's building for a great future . . . moulding a strong organization . . . perfecting new and advanced features of safety, comfort, convenience, and performance.

Currently, Hudson and American Motors cars give motorists features today that won't be offered by other makes for years . . . twice-as-safe single unit construction, three-times-softer deep coil ride, airliner reclining seats, twin travel beds and many others. Tomorrow, Hudson will offer buyers an even greater array of exclusive, important advantages.

Yes, treasured heritage and tradition promise that Hudson will continue to lead and pioneer in this ever growing and advancing industry . . . **the nation's greatest!**



Hudson has been a leader in giving motorists important new features. The car of the future will be alive with proof of Hudson leadership.

How Car Makers Fared on Percentage of Industry in Various States in '55 Sales

Compiled by Automotive News

STATES	Hudson	Nash	AM. MOTORS TOTAL	Chrysler	DeSoto	Dodge	Plymouth	CHRYSLER TOTAL	Continental	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	Kaiser	Willys	K-W TOTAL	Packard	Studebaker	S-P TOTAL
Nat'l % of Ind.	.60	1.31	1.91	2.18	1.65	3.96	9.03	16.82	.01	21.94	.49	5.19	27.63	10.29	1.97	22.88	8.22	7.39	50.75	.01	.09	.10	.73	1.33	2.06
Alabama	.43	.79	1.22	1.58	1.02	2.98	9.11	14.69	.01	26.09	.35	4.56	31.01	8.53	1.13	28.01	6.55	7.23	51.45	..	.03	.03	.36	1.01	1.37
Arizona	.70	1.41	2.11	2.13	1.30	4.15	8.56	16.14	.01	23.38	.53	4.86	28.78	9.89	2.02	24.10	6.42	6.61	49.04	.03	.09	.12	.81	2.04	2.85
Arkansas	.55	.68	1.23	1.33	1.02	3.33	9.34	15.02	..	27.18	.36	5.18	32.72	7.19	1.28	26.26	7.67	6.97	49.37	.01	.07	.08	.37	1.14	1.51
California	.61	1.43	2.04	2.01	1.48	3.71	7.11	14.31	.01	19.75	.71	7.10	27.57	12.49	2.63	20.26	7.86	7.52	50.76	.02	.07	.09	.67	1.64	2.31
Colorado	.84	1.72	2.56	2.63	1.53	3.96	7.42	15.54	.01	23.18	.65	5.70	29.54	7.96	2.08	24.88	7.69	6.99	49.60	.01	.04	.05	.75	1.54	2.29
Connecticut	.92	2.14	3.06	3.16	1.65	4.45	10.09	19.35	.02	20.09	.53	4.67	25.31	9.65	2.12	19.88	8.59	7.53	47.77	.01	.08	.09	1.08	1.51	2.59
Delaware	.09	.61	.70	1.69	1.39	3.76	9.72	16.56	.01	24.75	.56	4.47	29.79	9.86	1.78	25.48	6.69	7.00	50.81	..	.07	.07	.52	1.06	1.58
Dist. of Columbia	.41	.94	1.35	2.32	1.99	3.79	12.74	20.84	..	17.92	.42	4.13	22.47	9.38	2.50	22.70	8.76	8.96	52.30	.02	.04	.06	.86	1.02	1.88
Florida	.52	.87	1.39	1.92	1.20	3.14	7.32	13.58	.02	24.72	.63	4.95	30.32	8.55	2.52	25.62	8.32	6.82	51.83	.01	.08	.09	.62	1.22	1.84
Georgia	.15	.69	.84	1.38	.92	3.31	7.52	13.13	..	26.74	.31	4.74	31.79	8.01	1.34	27.75	6.96	8.12	52.18	.02	.05	.07	.46	1.29	1.75
Idaho	1.29	1.89	3.18	2.76	1.91	4.94	7.66	17.27	.01	18.98	.65	5.84	25.48	10.46	1.95	22.14	7.68	8.03	50.26	.02	.16	.18	.87	2.54	3.41
Illinois	1.25	1.61	2.86	2.40	1.61	3.69	9.65	17.35	.01	19.36	.53	5.37	25.27	11.26	2.39	21.89	9.62	7.02	52.18	.01	.07	.08	.78	1.24	2.02
Indiana	.62	1.39	2.01	2.14	1.94	4.19	8.82	17.09	.01	21.78	.41	4.64	26.84	10.67	1.69	22.49	7.97	7.74	50.56	.01	.09	.10	.71	2.50	3.21
Iowa	.59	1.19	1.78	2.22	1.36	4.11	8.29	15.98	..	23.75	.40	4.99	29.14	8.88	1.50	26.18	7.40	6.74	50.70	.01	.06	.07	.64	1.49	2.13
Kansas	.74	1.72	2.46	1.96	1.30	3.71	8.06	15.03	.01	23.48	.41	5.04	28.94	8.68	1.60	25.17	7.10	8.80	51.35	.02	.07	.09	.67	1.30	1.97
Kentucky	.42	.91	1.33	1.56	1.20	3.66	8.52	14.94	..	24.86	.22	4.34	29.42	9.93	1.16	27.31	7.23	6.84	52.47	.01	.08	.09	.50	1.16	1.66
Louisiana	.20	.66	.86	1.42	1.03	3.03	8.19	13.67	.01	27.33	.33	4.36	32.03	7.30	1.37	26.40	7.95	8.13	51.15	.01	.05	.06	.47	1.56	2.03
Maine	1.13	2.27	3.40	1.91	1.92	4.24	10.89	18.96	.01	21.74	.43	4.57	26.75	8.04	1.36	25.10	5.46	7.17	47.13	.02	.19	.21	.71	1.87	2.58
Maryland	.48	.94	1.42	1.93	1.82	4.21	11.41	19.37	.01	21.76	.38	4.45	26.60	9.08	1.52	24.64	7.36	7.23	49.83	..	.05	.05	.78	1.46	2.24
Massachusetts	.78	2.39	3.17	2.34	1.86	3.74	10.18	18.12	.01	22.08	.48	4.24	26.81	9.64	1.69	20.86	9.56	7.19	48.94	.01	.06	.07	.74	1.09	1.83
Michigan	.40	.94	1.34	1.85	1.46	4.16	8.30	15.77	.01	23.14	.46	5.22	28.83	11.54	2.21	23.72	7.74	7.13	52.34	.01	.04	.05	.67	.77	1.44
Minnesota	.69	1.14	1.83	2.10	1.69	3.82	8.27	15.88	..	24.31	.40	4.91	29.62	9.09	1.74	23.40	9.41	6.23	49.87	.01	.07	.08	.86	1.72	2.58
Mississippi	.29	.51	.80	1.33	1.27	3.27	10.33	16.20	.01	25.72	.32	4.58	30.63	7.91	1.34	27.74	6.37	7.25	50.61	.01	.05	.06	.44	1.20	1.64
Missouri	.29	1.15	1.44	1.58	1.68	3.17	10.95	17.38	..	23.20	.36	5.19	28.75	8.49	1.52	24.25	7.95	8.11	50.32	.01	.06	.07	.47	1.33	1.80
Montana	1.23	1.43	2.66	2.50	1.43	5.01	7.78	16.72	.01	22.45	.57	5.13	28.16	7.16	1.89	24.59	7.66	7.03	48.33	.02	.10	.12	1.13	2.44	3.57
Nebraska	.41	.92	1.33	2.10	1.41	3.92	8.35	15.78	.01	25.34	.40	5.48	31.23	10.55	1.69	23.34	7.21	6.58	49.37	.01	.08	.09	.71	1.38	2.09
Nevada	.54	1.04	1.58	2.27	1.90	3.90	7.92	15.99	..	20.16	.66	5.56	26.38	9.14	3.03	17.74	9.48	7.64	47.03	.01	.03	.04	1.77	5.17	6.94
New Hampshire	1.61	2.44	4.05	2.01	1.56	4.34	9.28	17.19	.01	21.35	.59	4.70	26.65	7.69	1.28	24.70	6.53	8.04	48.24	.01	.13	.14	.72	1.77	2.49
New Jersey	.53	1.16	1.69	3.17	2.46	4.40	10.18	20.21	.01	19.23	.53	5.51	25.28	12.02	2.49	19.72	8.65	6.79	49.67	.01	.06	.07	1.00	1.25	2.25
New Mexico	.25	.90	1.15	2.20	1.29	3.61	6.88	13.98	..	21.64	.73	5.98	28.35	10.43	1.82	25.13	7.68	8.59	53.65	..	.07	.07	.75	1.62	2.37
New York	.54	1.47	2.01	3.14	2.10	4.42	10.37	20.03	.01	18.86	.56	4.95	24.38	11.02	2.48	20.02	9.53	7.19	50.24	.02	.10	.12	.92	1.14	2.06
North Carolina	.43	.84	1.27	2.04	1.54	3.35	8.22	15.15	..	26.00	.37	4.54	30.91	8.90	1.44	24.86	7.67	7.83	50.70	.01	.10	.11	.51	1.16	1.67
North Dakota	.49	1.22	1.71	2.54	2.15	5.04	10.16	19.89	..	24.09	.44	5.28	29.81	7.01	1.42	24.65	7.77	5.19	46.04	.01	.07	.08	.87	1.56	2.43
Ohio	.53	1.19	1.72	2.34	1.97	4.89	8.98	18.18	.01	22.11	.49	5.29	27.90	11.03	1.90	20.90	8.11	7.80	49.74	.02	.16	.18	.87	1.12	1.99
Oklahoma	.38	.94	1.32	1.29	1.22	2.69	6.95	12.15	.01	24.11	.42	5.44	29.98	9.47	1.68	26.55	8.56	8.40	54.66	..	.04	.04	.43	1.24	1.67
Oregon	1.07	2.03	3.10	2.00	1.87	4.15	7.06	15.08	..	21.27	.65	5.66	27.58	8.99	1.75	23.92	8.12	7.53	50.32	.01	.10	.11	.58	1.88	2.46
Pennsylvania	.65	1.32	1.97	2.69	2.19	5.10	11.98	21.96	.01	19.40	.45	4.74	24.60	10.77	1.80	20.59	7.94	7.30	48.40	.02	.23	.25	1.05	1.30	2.35
Rhode Island	.95	2.52	3.47	2.60	1.97	3.94	12.32	20.83	.01	19.60	.53	4.65	24.79	8.66	2.28	21.34	8.57	6.42	47.27	..	.08	.08	.82	1.63	2.45
South Carolina	.51	.60	1.11	1.31	1.37	3.44	8.35	14.47	.01	26.24	.32	4.22	30.79	8.58	1.19	27.42	7.00	7.51	51.70	..	.05	.05	.39	1.14	1.53
South Dakota	.80	1.64	2.44	2.10	1.27	4.69	9.26	17.32	..	22.93	.42	5.23	28.58	9.81	1.56	24.02	7.46	5.67	48.52	.02	.20	.22	1.12	1.66	2.78
Tennessee	.34	.81	1.15	1.39	1.21	3.41	9.40	15.41	..	24.72	.28	4.68	29.68	8.92	1.22	25.75	8.66	7.41	51.96	..	.06	.06	.50	1.07	1.57
Texas	.27	.58	.85	1.50	.96	2.71	7.07	12.24	.01	24.01	.48	5.48	29.98	9.59	1.89	27.16	8.52	8.08	55.24	.01	.03	.04	.38	1.11	1.49
Utah	.65	1.08	1.73	2.51	2.47	4.42	7.90	17.30	..	20.16	.59	5.88	26.63	11.35	2.13	20.16	9.38	8.52	51.54	..	.07	.07	.69	1.06	1.75
Vermont	.54	2.70	3.24	2.51	1.42	3.95	10.80	18.68	..	21.44	.31	4.25	26.00	8.09	1.28	25.99	6.30	6.80	48.46	.01	.11	.12	.61	1.89	2.50
Virginia	.64	1.21	1.85	2.14	1.70	3.84	10.18	17.86	..	23.62	.38	4.64	28.64	9.31	1.52	22.37	7.59	7.76	48.55	.02	.09	.11	.74	1.56	2.30
Washington	.83	2.58	3.41	2.17	2.04	4.88	8.57	17.66	.01	21.21	.51	4.64	26.37	9.70	1.46	22.02	7.48	7.33	47.99	.01	.09	.10	.90	1.86	2.76
West Virginia	.72	1.39	2.11	2.61	1.83	6.24	11.74	22.42	.01	21.17	.38	4.60	26.16	9.70	1.18	21.92	6.43	7.14	46.37	.02	.18	.20	.80	1.69	2.49
Wisconsin	1.30	3.65	4.95	2.08	1.71	4.05	8.02	15.86	..	21.12	.43	4.49	26.04	11.59	1.77	21.08	9.39	6.87	50.70	.02	.12	.14	.76	1.25	2.01
Wyoming	.82	.96	1.78	2.63	2.07	4.02	7.07	15.79	..	21.10	.79	5.99	27.88	9.77	2.39	24.34	8.74	6.81	52.05	..	.17	.17	1.07	1.01	2.08

Note: Total will not add up to 100% because miscellaneous makers have not been included.

Twelve-Month Sales Data Supplied by R. L. Polk & Co.

New Car Sales by States, '50-'55

	1955	1954	1953	1952	1951	1950
Alabama	101,651	72,893	71,078	51,074	64,420	79,156
Arizona	37,303	24,999	24,926	18,791	22,040	26,570
Arkansas	49,573	37,589	41,599	28,709	37,534	47,003
California	665,892	434,789	452,769	346,929	392,682	519,999
Colorado	61,925	46,007	44,558	34,946	43,172	58,953
Connecticut	105,879	86,202	87,629	63,768	73,246	86,097
Delaware	22,940	17,101	18,498	12,329	15,277	17,421
Florida	195,468	131,433	120,439	80,905	94,103	116,904
Georgia	139,382	98,437	94,643	72,240	93,854	113,923
Idaho	24,272	19,187	23,776	18,735	23,151	27,355
Illinois	460,883	398,306	406,069	295,729	350,846	417,871
Indiana	229,951	172,344	182,962	122,339	159,446	200,112
Iowa	108,294	98,534	100,797	71,700	95,638	128,114
Kansas	99,292	86,826	83,127	63,172	76,047	91,572
Kentucky	86,105	66,927	72,423	51,716	62,832	78,897
Louisiana	101,265	83,500	77,655	53,850	59,212	81,231
Maine	30,191	23,266	24,283	16,967	22,467	29,175
Maryland	118,567	87,142	89,494	66,831	78,073	93,227
Massachusetts	177,672	155,881	159,527	115,195	137,643	166,815
Michigan	512,525	375,625	423,454	287,842	343,779	430,321
Minnesota	129,423	116,696	123,661	91,598	112,416	153,203
Mississippi	61,807	47,000	45,176	33,681	42,386	50,797
Missouri	178,704	147,737	159,971	96,788	140,397	174,394
Montana	27,045	22,703	24,869	20,160	24,735	31,249
Nebraska	59,626	53,216	58,278	43,907	55,510	67,964
Nevada	12,067	8,052	7,846	5,794	6,173	7,672
New Hampshire	23,048	18,138	17,680	14,095	16,226	19,154
New Jersey	258,527	216,076	211,073	148,936	179,333	210,785
New Mexico	30,501	22,508	21,248	15,462	18,512	23,289
New York	634,859	481,078	485,032	342,044	420,720	542,195
North Carolina	132,114	96,986	110,364	78,399	98,339	119,477
North Dakota	22,055	21,654	24,075	18,091	23,213	27,549
Ohio	443,762	331,768	359,056	257,446	315,606	388,389
Oklahoma	94,347	76,428	78,336	55,962	69,112	90,591
Oregon	81,402	54,814	60,858	51,215	58,446	72,261
Pennsylvania	463,339	359,822	413,057	302,867	367,310	435,035
Rhode Island	32,537	27,183	27,728	20,027	24,516	32,884
South Carolina	60,217	47,052	54,251	37,789	49,138	58,073
South Dakota	24,112	22,164	21,598	17,678	22,403	28,158
Tennessee	118,864	91,224	88,369	59,426	70,924	105,144
Texas	429,931	349,509	321,374	238,687	288,935	366,050
Utah	27,262	19,366	21,884	18,190	21,923	27,670
Vermont	14,653	11,926	12,672	8,818	11,457	13,554
Virginia	135,549	113,992	108,232	89,228	104,683	130,886
Washington	89,231	63,579	68,202	56,449	70,792	91,061
West Virginia	54,951	39,154	43,875	32,631	41,345	45,807
Wisconsin	151,246	120,572	132,309	97,225	121,821	151,161
Wyoming	14,970	12,910	13,317	11,104	12,837	17,804
Dist. of Columbia	34,729	25,169	24,892	20,930	26,233	33,466
Total	7,169,908	5,535,464	5,738,989	4,158,394	5,060,903	6,326,438

New Truck Sales by States, '49-'55

	1955	1954	1953	1952	1951	1950	1949
Alabama	21,652	17,247	19,653	17,721	23,294	25,187	21,674
Arizona	8,916	7,324	7,160	6,611	7,079	6,980	5,744
Arkansas	16,669	16,102	18,357	16,890	20,617	24,086	21,969
California	88,376	63,966	69,345	58,661	63,284	66,685	55,036
Colorado	12,759	10,342	11,180	10,892	12,669	15,101	12,569
Connecticut	9,071	7,487	8,214	7,324	8,229	9,199	7,212
Delaware	3,449	2,527	2,734	2,383	2,748	3,076	2,867
Florida	28,160	22,072	23,340	19,980	22,499	24,686	19,769
Georgia	26,879	24,601	23,441	21,464	29,549	33,464	27,354
Idaho	6,849	5,976	7,607	6,612	8,036	8,387	8,091
Illinois	39,786	37,376	43,436	34,479	45,205	50,681	51,130
Indiana	28,976	24,212	29,108	21,374	29,736	32,453	26,062
Iowa	16,770	18,308	20,190	15,914	22,231	27,722	25,823
Kansas	16,616	16,371	18,277	18,108	19,522	21,599	22,234
Kentucky	16,297	15,658	18,525	15,634	18,897	24,307	21,116
Louisiana	21,781	18,539	19,795	15,714	19,467	20,573	18,684
Maine	6,198	5,023	5,559	5,216	5,624	7,030	6,032
Maryland	11,267	9,881	11,199	9,586	11,187	12,547	9,954
Massachusetts	13,879	12,530	12,291	12,974	14,697	18,279	12,698
Michigan	41,034	34,776	40,795	33,711	40,938	47,241	35,257
Minnesota	17,526	17,223	19,054	16,404	20,044	26,554	22,555
Mississippi	19,385	18,180	18,374	16,054	20,524	21,424	18,663
Missouri	25,674	23,498	29,067	22,582	33,461	38,586	31,915
Montana	8,478	7,201	8,001	7,664	8,866	10,102	9,714
Nebraska	11,707	11,571	13,123	13,115	16,922	18,130	17,030
Nevada	2,634	2,161	2,130	1,841	1,874	1,781	1,788
New Hampshire	3,282	2,899	2,924	2,711	3,249	3,714	3,147
New Jersey	22,826	21,047	23,500	18,783	24,870	27,549	23,158
New Mexico	8,597	7,059	6,428	5,885	6,501	8,797	7,446
New York	50,720	41,352	47,704	41,788	49,840	57,800	47,784
North Carolina	25,181	22,130	26,685	23,696	29,093	31,904	27,551
North Dakota	5,021	5,221	6,128	5,932	7,252	7,632	9,690
Ohio	42,315	35,857	42,510	36,090	45,467	52,741	39,886
Oklahoma	20,205	18,656	22,257	18,750	22,270	27,332	23,677
Oregon	15,859	11,941	13,415	12,712	14,636	15,223	12,865
Pennsylvania	45,452	38,654	47,965	40,949	53,383	61,473	46,306
Rhode Island	3,155	2,444	2,662	2,384	2,926	3,825	3,479
South Carolina	10,113	9,832	12,397	12,151	14,794	13,922	12,148
South Dakota	5,131	4,908	5,465	5,485	6,980	7,522	8,074
Tennessee	18,736	18,258	20,881	18,117	21,854	33,279	26,682
Texas	80,756	72,059	74,857	68,793	88,701	99,053	71,650
Utah	5,541	4,429	4,748	4,944	5,743	6,263	5,756
Vermont	3,030	2,514	2,705	2,527	2,693	3,001	3,458
Virginia	20,272	17,373	17,685	18,315	22,082	24,541	21,648
Washington	15,770	12,480	13,718	11,632	14,141	15,201	14,048
West Virginia	9,936	7,130	9,724	7,929	11,052	11,558	10,451
Wisconsin	16,969	16,329	18,794	16,745	21,185	25,076	22,596
Wyoming	4,740	4,190	4,477	4,440	5,069	5,932	4,567
Dist. of Columbia	2,606	2,187	2,728	2,433	2,870	3,109	2,954
Totals	957,001	829,101	930,312	812,099	1,003,850	1,142,307	961,961

New-Car Registrations by Maker Models

1955 - 1954

	1955	1954
HUDSON:		
4-Metro.	2126	401
6-Rambler	20564	617
6-Jet	....	10446
6-Wasp	7182	8479
6-Hornet	8877	15881
8-Hornet	4463	....
TOTAL	43212	35824
NASH:		
4-Metro.	4681	6617
6-Rambler	51663	34996
6-Statesman	13544	20648
6-Amb.	16555	20468
8-Amb.	7998	....
TOTAL	93541	82729
TOTAL AM. MOTORS	136753	118553
CHRYSLER:		
6	....	34808
8-Wind	92128	8868
8-N. Y.	52490	57099
8-Imperial	11840	966
TOTAL	156458	101741
DE SOTO:		
6	....	16749
8-Firedome	81098	57004
8-Fireflite	36964	2986
TOTAL	118062	76739
DODGE:		
6	36988	38111
8	247335	116678
TOTAL	284323	154789
PLYMOUTH:		
6	351785	345057
8	295567	36021
TOTAL	647352	381078
TOTAL CHRYSLER CORP.	1206195	714347
FORD:		
6	204609	346850
8	1354984	1051056
8-Thunderbird	13683	2534
TOTAL	1573276	1400440
LINCOLN:		
8-Cosmo. and Capri	35017	36251
MERCURY:		
8 and Mont.	371837	269926
Continental	606	....
TOTAL FORD MTR. CO.	1980736	1706617
BUICK:		
8-40	383222	221343
8-60	161178	91551
8-50	129808	139384
8-70	63671	61219
TOTAL	737879	513497
CADILLAC:		
8-62	119594	89116
8-60S	17910	18056
8-75	1874	1631
8-86	1660	1525
TOTAL	141038	110328
CHEVROLET:		
6	913954	1294159
8	725546	122915
8-Corvette	1181	379
TOTAL	1640681	1417453
OLDSMOBILE:		
8-88	474136	301189
8-98	115379	105961
TOTAL	589515	407150
PONTIAC:		
6	....	19299
8	530007	338868
TOTAL	530007	358167
TOTAL G.M. CORP.	3639120	2806595
KAISER:		
6	959	8889
WILLYS:		
6-Aero	6267	12980
4-S.W.	....	1444
6-S.W.	....	2578
TOTAL	6267	17002
TOTAL K. W. CORP.	7226	25891
CLIPPER:		
8-Del.	8006	10424
8-Sup. and Cus.	28470	16723
Packard 8	15627	11249
TOTAL	52103	38396
STUDEBAKER:		
6-Champion	32026	48826
8-Commander	44250	43809
8-President	19243	3279
Golden Hawk	242	....
TOTAL	95761	95914
TOTAL S-P	147864	134310
MISC. DOMESTIC	356	3766
FOREIGN	51658	25385
GRAND TOTAL ALL REGISTRATIONS	7169908	5535464

Compiled by R. L. Polk & Co. from official state documents.

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New Motor Vehicle Registrations, '46-'55

NEW PASSENGER CAR REGISTRATIONS IN U. S.

	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955
January	N.A.	209,063	274,978	273,161	381,562	472,766	301,379	386,221	340,698	440,024
February	N.A.	214,333	249,781	258,218	408,990	430,797	295,459	396,558	369,592	476,254
March	N.A.	264,714	311,650	360,584	495,885	512,599	322,857	486,368	480,731	636,457
April	N.A.	290,226	330,555	390,932	471,215	467,313	374,288	528,110	508,102	627,636
May	N.A.	286,719	255,638	446,251	488,363	470,446	422,217	540,575	520,958	660,161
June	N.A.	269,863	246,926	432,470	583,922	454,665	423,655	542,193	596,719	679,097
July	172,961	263,167	291,206	448,477	609,926	406,333	340,454	533,783	474,316	645,391
August	199,316	264,866	317,788	478,556	683,995	424,422	215,668	502,430	440,312	652,300
September	219,281	251,655	296,339	459,647	625,755	406,217	318,870	453,806	407,844	651,808
October	225,180	281,428	291,442	465,765	580,373	373,162	383,385	504,697	389,352	572,640
November	230,424	258,934	313,230	409,702	444,193	332,099	360,256	450,311	378,513	503,286
December	274,735	312,263	311,419	414,579	552,259	310,084	399,906	413,937	628,327	624,854
TOTAL	1,815,196*	3,167,231	3,490,952	4,838,342	6,326,438	5,060,903	4,158,394	5,738,989	5,535,464	7,169,908

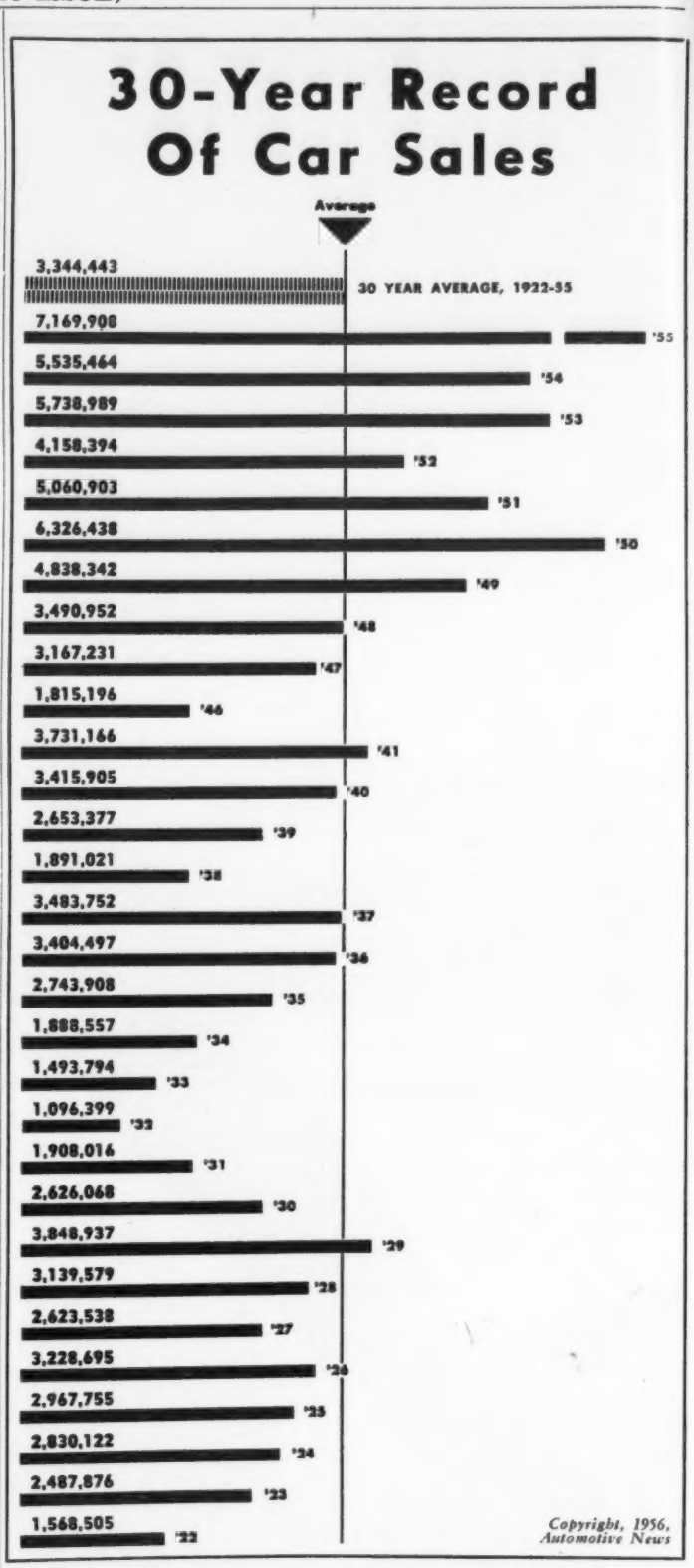
NEW TRUCK REGISTRATIONS IN U. S.

	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955
January	N.A.	62,477	69,486	66,423	67,925	88,058	59,661	72,514	60,694	62,231
February	N.A.	63,752	74,326	67,537	71,698	78,581	59,285	68,616	60,843	56,204
March	N.A.	79,344	94,806	87,165	96,266	86,287	63,364	79,637	72,583	64,516
April	40,920	85,148	108,168	78,857	92,241	84,961	73,461	91,127	75,332	79,076
May	56,285	76,901	100,614	86,375	90,786	90,627	71,690	86,346	78,197	82,081
June	46,488	65,458	87,117	79,069	91,512	87,461	71,471	77,199	85,870	90,005
July	53,657	71,647	94,036	76,866	117,040	84,021	72,134	76,161	65,164	84,443
August	62,820	75,912	91,923	85,539	126,533	87,646	57,786	76,642	64,001	92,019
September	69,564	69,899	85,108	89,251	113,784	84,814	65,381	78,319	66,174	89,891
October	74,708	87,167	84,284	86,375	101,169	92,281	77,486	82,625	69,221	87,262
November	63,978	73,737	75,024	79,699	84,167	76,517	70,431	72,467	64,123	75,540
December	69,453	67,690	70,282	78,805	89,186	62,596	69,949	68,659	66,899	93,733
TOTAL	625,249†	879,132	1,035,174	961,961	1,142,307	1,003,850	812,099	930,312	829,101	957,001

COMBINED CAR AND TRUCK REGISTRATIONS IN U. S.

	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955
January	N.A.	271,540	344,464	339,584	449,487	560,824	361,040	458,735	401,392	502,255
February	N.A.	278,085	324,107	325,755	480,688	509,378	354,744	465,174	430,435	532,458
March	N.A.	344,058	406,456	447,749	592,151	598,886	386,221	566,005	553,314	700,973
April	N.A.	375,374	438,723	469,789	563,456	552,274	447,749	619,237	583,434	706,712
May	N.A.	363,620	356,252	532,626	579,149	561,073	493,907	626,921	599,155	742,242
June	N.A.	335,321	334,043	511,539	675,434	542,126	495,126	619,392	682,589	769,102
July	226,618	334,814	385,242	525,343	726,966	490,354	412,588	609,944	539,480	729,834
August	262,136	340,778	409,711	564,095	810,528	512,068	273,454	579,072	504,313	744,319
September	288,845	321,554	381,447	548,898	739,539	491,031	384,251	532,125	474,018	741,699
October	299,888	368,595	375,726	552,140	681,542	465,443	460,871	587,322	458,573	659,902
November	294,402	332,671	388,254	489,401	528,360	408,616	430,687	522,778	442,636	578,826
December	344,188	379,953	381,701	493,384	641,445	372,680	469,855	482,596	695,226	718,587
TOTAL	2,440,445‡	4,046,363	4,526,126	5,800,303	7,468,745	6,064,753	4,970,493	6,669,301	6,364,565	8,126,909

*Includes 493,299 cars registered in first half.
†Includes 87,376 trucks registered in first quarter.
‡Includes 724,368 cars and trucks registered in first half.
N.A.—Not available.



New-Car Registrations by Makes 1950-1955

	1955	1954	1953	1952	1951	1950
AMERICAN MOTORS:						
Hudson	43,212	35,824	66,797	78,509	96,847	134,219
Nash	93,541	82,729	137,507	142,520	140,035	175,722
Total	136,753	118,553	204,304	221,029	236,882	309,941
CHRYSLER CORP:						
Chrysler	156,458	101,741	153,756	113,392	149,435	151,300
DeSoto	118,062	76,739	122,342	91,677	112,643	115,023
Dodge	284,323	154,729	288,812	246,464	298,603	300,104
Plymouth	647,352	381,078	600,447	433,134	542,649	547,367
Total	1,206,195	714,347	1,165,357	884,667	1,103,330	1,113,794
FORD MOTOR:						
Ford	* 1,573,882	1,400,440	1,116,267	732,481	862,309	1,166,118
Lincoln	35,017	36,251	39,169	29,110	25,816	34,318
Mercury	371,837	269,926	287,717	185,883	233,339	318,217
Total	1,980,736	1,706,617	1,443,153	947,474	1,121,464	1,518,653
GM CORP:						
Buick	737,879	513,497	454,320	310,806	392,285	535,807
Cadillac	141,038	110,328	98,612	87,806	97,093	101,825
Chevrolet	1,640,681	1,417,453	1,342,480	852,542	1,067,042	1,420,399
Oldsmobile	589,515	407,150	305,593	218,189	273,472	372,519
Pontiac	530,007	358,167	385,692	266,351	337,821	440,528
Total	3,639,120	2,806,595	2,586,697	1,735,694	2,167,713	2,871,078
KAISER-WILLYS:						
Kaiser	959	8,889	22,825	41,022	52,286	85,832
Willys	6,267	17,002	42,433	41,016	26,049	33,926
Frazer	.....	.....	.....	.....	.....	11,884
Total	7,226	25,891	65,258	82,038	78,335	131,642
S-P CORP.:						
Packard	52,103	38,396	71,079	66,346	66,999	73,155
Studebaker	95,761	95,914	161,257	157,902	205,514	268,229
Total	147,864	134,310	232,336	224,248	272,513	341,384
Allstate	.....	.....	675	1,566	.....	.....
Austin	.....	.....	3,087	4,804	3,800	5,452
Crosley	.....	.....	.....	2,679	5,304	6,896
Henry J	.....	1,123	10,710	28,718	51,372	14,339
Miscellaneous	52,014	28,028	27,412	25,477	20,190	13,259
Total	52,014	29,151	41,884	63,244	80,666	39,946
YEAR TOTAL	7,169,908	5,535 464	5,738,989	4,158,394	5,060,903	6,326 438

Top Cars

New-car registrations. Final standings for 12 months:

1955 Pos.		Make		1954 Pos.
1—	1,640,681	Chev.	1,417,453—	1
2—	1,573,276	Ford	1,400,440—	2
3—	737,879	Buick	513,497—	3
4—	647,352	Plym.	381,078—	5
5—	589,515	Olds.	407,150—	4
6—	530,007	Pontiac	358,167—	6
7—	371,837	Mercury	269,926—	7
8—	284,323	Dodge	154,789—	8
9—	156,458	Chrysler	101,741—	10
10—	141,038	Cadillac	110,328—	9
11—	118,062	DeSoto	76,739—	13
12—	95,761	Stude.	95,914—	11
13—	93,541	Nash	82,729—	12
14—	52,103	Packard	38,396—	14
15—	43,212	Hudson	35,824—	16
16—	35,017	Lincoln	36,251—	15
17—	6,267	Willys	17,002—	17
18—	959	Kaiser	8,889—	18
19—	606	Continental		
	52,014	Misc.	29,151	
		Total All Makes		
	7,169,908		5,535,464	

Top Trucks

New-truck registrations: Final standings for 12 months:

1955 Pos.		Make		1954 Pos.
1—	329,791	Chev.	293,079—	1
2—	295,900	Ford	267,799—	2
3—	100,441	Inter.	84,222—	3
4—	84,877	GMC	66,644—	4
5—	66,208	Dodge	60,658—	5
6—	27,252	Willys	17,523—	6
7—	14,372	White	11,381—	7
8—	10,932	Mack	6,098—	9
9—	10,817	Stude.	10,193—	8
10—	3,697	Diamond T	2,701—	10
11—	3,121	Reo	2,283—	11
12—	1,144	Brockway	1,340—	12
	8,449	Misc.	5,180	
		Total All Makes		
	957,001		829,101	

New Truck Registrations by Makes 1948-1955

	1955	1954	1953	1952	1951	1950	1949	1948
Autocar	*	1,041	1,713	1,595	2,112	2,072	1,655	2,770
Brockway	1,144	1,340	2,080	1,752	2,182	2,384	1,626	2,958
Chevrolet	329,791	293,079	327,960	272,249	350,344	414,496	345,519	302,219
Crosley	.....	.....	32	243	434	422	871	2,411
Diamond-T	3,697	2,701	3,398	3,420	4,508	5,675	5,172	10,657
Divco	.....	2,505	2,569	2,752	3,752	4,309	3,577	5,618
Dodge	66,208	60,658	82,345	102,129	106,600	99,716	116,956	114,431
Federal	.....	248	986	841	1,008	1,469	1,225	4,026
Ford	295,900	267,799	266,027	179,523	250,802	315,912	202,179	225,729
FWD	.....	393	359	543	501	323	337	811
GMC	84,877	66,644	82,296	79,612	100,285	97,200	80,407	74,857
Internat'l	100,441	84,222	95,404	92,788	95,184	97,818	91,164	125,203
Kenworth	.....	697	747	705	668	673	*	*
Mack	10,932	6,098	6,890	7,138	9,794	9,908	6,866	9,795
Pontiac	.....	.....	468	541	908	1,362	775	.....
Reo	3,121	2,283	3,498	3,393	3,427	3,876	4,003	10,773
Sterling	*	.....	.....	250	334	354	229	411
Studebaker	10,817	10,193	22,473	28,985	32,675	45,881	55,099	50,657
White	14,372	10,340	12,261	10,858	12,260	12,050	8,318	11,603
Willys	27,252	17,523	17,712	20,356	24,292	24,640	32,765	76,484
Misc.	8,449	1,337	1,094	2,426	1,780	1,767	3,218	3,761
Total	957,001	829,101	930,312	812,099	1,003,850	1,142,307	961,961	1,035,174

* Included in Miscellaneous

Click

■ If you want an idea to click quickly with a woman, don't talk to her as a garage mechanic would. Talk the way another *woman* would. Then she knows you understand her. Her mind sparks.

■ The best place to talk her language is in Ladies' Home Journal, because the Journal is the expert when it comes to talking women's language. The Journal is an ignition key. It starts her mind running.

■ The Journal has more ideas that click with women, and Journal ideas click with *more* women, than any other magazine.* Suppose your idea is selling a new car. If she spots it in the Journal, she's more apt to want your keys on her key chain.

*Among all magazines edited for women, the Journal is:

No. 1 in circulation
No. 1 in newsstand sales
No. 1 in advertising revenue

Never underestimate the power of the No. 1 magazine for women . . .

Ladies' Home JOURNAL A CURTIS PUBLICATION

Civilian Population

July 1, 1955

Region, division, and State	July 1, 1955
Continental United States	162,284,000
REGIONS:	
Northeast	42,393,000
North Central	48,137,000
South	49,144,000
West	22,610,000
NORTHEAST:	
New England	9,839,000
Middle Atlantic	32,555,000
NORTH CENTRAL:	
East North Central	33,480,000
West North Central	14,657,000
SOUTH:	
South Atlantic	22,547,000
East South Central	11,438,000
West South Central	15,159,000
WEST:	
Mountain	5,753,000
Pacific	16,857,000
NEW ENGLAND:	
Maine	890,000
New Hampshire	553,000
Vermont	377,000
Massachusetts	4,972,000
Rhode Island	814,000
Connecticut	2,233,000
MIDDLE ATLANTIC:	
New York	16,053,000
New Jersey	5,370,000
Pennsylvania	11,132,000
EAST NORTH CENTRAL:	
Ohio	8,946,000
Indiana	4,325,000
Illinois	9,297,000
Michigan	7,222,000
Wisconsin	3,691,000
WEST NORTH CENTRAL:	
Minnesota	3,169,000
Iowa	2,690,000
Missouri	4,094,000
North Dakota	641,000
South Dakota	672,000
Nebraska	1,369,000
Kansas	2,021,000
SOUTH ATLANTIC:	
Delaware	380,000
Maryland	2,593,000
District of Columbia	831,000
Virginia	3,421,000
West Virginia	2,001,000
North Carolina	4,190,000
South Carolina	2,226,000
Georgia	3,539,000
Florida	3,364,000
EAST SOUTH CENTRAL:	
Kentucky	2,948,000
Tennessee	3,399,000
Alabama	3,006,000
Mississippi	2,085,000
WEST SOUTH CENTRAL:	
Arkansas	1,770,000
Louisiana	2,902,000
Oklahoma	2,136,000
Texas	8,351,000
MOUNTAIN:	
Montana	628,000
Idaho	606,000
Wyoming	295,000
Colorado	1,508,000
New Mexico	769,000
Arizona	955,000
Utah	776,000
Nevada	216,000
PACIFIC:	
Washington	2,497,000
Oregon	1,664,000
California	12,696,000
Alaska	168,000
Hawaii	503,000
Puerto Rico	2,248,000
Canal Zone	39,000
Virgin Islands	24,000

Source: Dept. of Com., Washington, D. C.

Foreign Cars

(Final U. S. Standings)

1955	Make	1954
1—28,907	Volkswagen	6,344—1
2— 3,573	Jaguar	3,365—3
3— 3,001	MG	3,454—2
16,177	Others	12,222
51,658	Total	25,385

States' and Makers' Passenger Car Sales Figures

1955 Compared with 1954

Figures in this table are supplied by R. L. Polk & Co.

List of States in Order of VOLUME of Sales of Passenger Cars

STATE	1955	1955 Pos.	1954	1954 Pos.	Unit Gain	Pct. Gain
California	665,892	1	434,789	2	231,103	53.15
New York	634,859	2	481,078	1	153,781	31.96
Michigan	512,525	3	375,625	4	136,900	36.45
Pennsylvania	463,339	4	359,822	5	103,517	28.77
Illinois	460,883	5	398,306	3	62,577	15.71
Ohio	443,762	6	331,768	7	111,994	33.76
Texas	429,931	7	349,509	6	80,422	23.01
New Jersey	258,527	8	216,076	8	42,451	19.65
Indiana	229,951	9	172,344	9	57,607	33.42
Florida	195,468	10	131,433	12	64,035	48.72
Missouri	178,704	11	147,737	11	30,967	20.96
Massachusetts	177,672	12	155,881	10	21,791	13.98
Wisconsin	151,246	13	120,572	13	30,674	25.44
Georgia	139,382	14	98,437	17	40,945	41.60
Virginia	135,549	15	113,992	15	21,557	18.91
North Carolina	132,114	16	96,986	18	35,128	36.22
Minnesota	129,423	17	116,696	14	12,727	10.91
Tennessee	118,864	18	91,224	19	27,640	30.30
Maryland	118,567	19	87,142	20	31,425	36.06
Iowa	108,294	20	98,534	16	9,760	9.90
Connecticut	105,879	21	86,202	22	19,677	22.83
Alabama	101,651	22	72,893	25	28,758	39.45
Louisiana	101,265	23	83,500	23	17,765	21.28
Kansas	99,292	24	86,826	21	12,466	14.36
Oklahoma	94,347	25	76,428	24	17,919	23.44
Washington	89,231	26	63,579	27	25,652	40.35
Kentucky	86,105	27	66,927	26	19,178	28.65
Oregon	81,402	28	54,814	28	26,588	48.50
Colorado	61,925	29	46,007	32	15,918	34.60
Mississippi	61,807	30	47,000	31	14,807	31.50
South Carolina	60,217	31	47,052	30	13,165	27.98
Nebraska	59,626	32	53,216	29	6,410	12.04
West Virginia	54,951	33	39,154	33	15,797	40.34
Arkansas	49,573	34	37,589	34	11,984	31.88
Arizona	37,303	35	24,999	37	12,304	49.22
District of Columbia	34,729	36	25,169	36	9,560	37.98
Rhode Island	32,537	37	27,183	35	5,354	19.70
New Mexico	30,501	38	22,508	40	7,993	35.51
Maine	30,191	39	23,266	38	6,925	29.76
Utah	27,262	40	19,366	43	7,896	40.77
Montana	27,045	41	22,703	39	4,342	19.12
Idaho	24,272	42	19,187	44	5,085	26.50
South Dakota	24,112	43	22,164	41	1,948	8.79
New Hampshire	23,048	44	18,138	45	4,910	27.07
Delaware	22,940	45	17,101	46	5,839	34.14
North Dakota	22,055	46	21,654	42	401	1.85
Wyoming	14,970	47	12,910	47	2,060	15.96
Vermont	14,653	48	11,926	38	2,727	22.87
Nevada	12,067	49	8,052	49	4,015	49.86
TOTALS	7,169,908		5,535,464		1,634,444	29.53

List of States in Order of PERCENTAGE of Sales INCREASE of Passenger Cars

STATE	Pct. Gain	Unit Gain	Gain Pos.	1955	1955 Pos.	1954	1954 Pos.
California	53.15	231,103	1	665,892	1	434,789	2
Nevada	49.86	4,015	2	12,067	49	8,052	49
Arizona	49.22	12,304	3	37,303	35	24,999	37
Florida	48.72	64,035	4	195,468	10	131,433	12
Oregon	48.50	26,588	5	81,402	28	54,814	28
Georgia	41.60	40,945	6	139,382	14	98,437	17
Utah	40.77	7,896	7	27,262	40	19,366	43
Washington	40.35	25,652	8	89,231	26	63,579	27
West Virginia	40.34	15,797	9	54,951	33	39,154	33
Alabama	39.45	28,758	10	101,651	22	72,893	25
District of Columbia	37.98	9,560	11	34,729	36	25,169	36
Michigan	36.45	136,900	12	512,525	3	375,625	4
North Carolina	36.22	35,128	13	132,114	16	96,986	18
Maryland	36.06	31,425	14	118,567	19	87,142	20
New Mexico	35.51	7,993	15	30,501	38	22,508	40
Colorado	34.60	15,918	16	61,925	29	46,007	32
Delaware	34.14	5,839	17	22,940	45	17,101	46
Ohio	33.76	111,994	18	443,762	6	331,768	7
Indiana	33.42	57,607	19	229,951	9	172,344	9
New York	31.96	153,781	20	634,859	2	481,078	1
Arkansas	31.88	11,984	21	49,573	34	37,589	34
Mississippi	31.50	14,807	22	61,807	30	47,000	31
Tennessee	30.30	27,640	23	118,864	18	91,224	19
Maine	29.76	6,925	24	30,191	39	23,266	38
Pennsylvania	28.77	103,517	25	463,339	4	359,822	5
Kentucky	28.65	19,178	26	86,105	27	66,927	26
South Carolina	27.98	13,165	27	60,217	31	47,052	30
New Hampshire	27.07	4,910	28	23,048	44	18,138	45
Idaho	26.50	5,085	29	24,272	42	19,187	44
Wisconsin	25.44	30,674	30	151,246	13	120,572	13
Oklahoma	23.44	17,919	31	94,347	25	76,428	24
Texas	23.01	80,422	32	429,931	7	349,509	6
Vermont	22.87	2,727	33	14,653	48	11,926	48
Connecticut	22.83	19,677	34	105,879	21	86,202	22
Louisiana	21.28	17,765	35	101,265	23	83,500	23
Missouri	20.96	30,967	36	178,704	11	147,737	11
Rhode Island	19.70	5,354	37	32,537	37	27,183	35
New Jersey	19.65	42,451	38	258,527	8	216,076	8
Montana	19.12	4,342	39	27,045	41	22,703	39
Virginia	18.91	21,557	40	135,549	15	113,992	15
Wyoming	15.96	2,060	41	14,970	47	12,910	47
Illinois	15.71	62,577	42	460,883	5	398,306	3
Kansas	14.36	12,466	43	99,292	24	86,826	21
Massachusetts	13.98	21,791	44	177,672	12	155,881	10
Nebraska	12.04	6,410	45	59,626	32	53,216	29
Minnesota	10.91	12,727	46	129,423	17	116,696	14
Iowa	9.90	9,760	47	108,294	20	98,534	16
South Dakota	8.79	1,948	48	24,112	43	22,164	41
North Dakota	1.85	401	49	22,055	46	21,654	42
TOTALS	29.53	1,634,444		7,169,908		5,535,464	

Makers' Volume Gains

List of Passenger Car Manufacturers in Order of VOLUME of Sales, 1955-1954

	1955	1955 Pos.	1954	1954 Pos.	Unit Gain or Loss	Pct. Gain or Loss
Chevrolet	1,640,681	1	1,417,453	1	+ 223,228	+15.75
Ford	1,573,276	2	1,400,440	2	+ 172,836	+12.34
Buick	737,879	3	513,497	3	+ 224,382	+43.70
Plymouth	647,352	4	381,078	5	+ 266,274	+69.87
Oldsmobile	589,515	5	407,150	4	+ 182,365	+44.79
Pontiac	530,007	6	358,167	6	+ 171,840	+47.95
Mercury	371,837	7	269,926	7	+ 101,911	+37.76
Dodge	284,323	8	154,789	8	+ 129,534	+83.68
Chrysler	156,458	9	101,741	10	+ 54,717	+53.78
Cadillac	141,038	10	110,328	9	+ 30,710	+27.84
DeSoto	118,062	11	76,739	13	+ 41,323	+53.85
Studebaker	95,761	12	95,914	11	— 153	— .16
Nash	93,541	13	82,729	12	+ 10,812	+13.07
Packard	52,103	14	38,396	14	+ 13,707	+35.70
Hudson	43,212	15	35,824	16	+ 7,388	+20.62
Lincoln	35,017	16	36,251	15	— 1,234	— 3.40
Willys	6,267	17	17,002	17	— 10,735	—63.14
Kaiser	959	18	8,889	18	— 7,930	—89.21
Continental	606	19			+ 606	+100.00
Miscellaneous	52,014		29,151		+ 22,863	+78.43
TOTAL	7,169,908		5,535,464		+1,634,444	+29.53

Makers' Percentage Gains

List of Passenger Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1955-1954

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1955	1955 Pos.	1954	1954 Pos.
Dodge	+ 83.68	+ 129,534	1	284,323	8	154,789	8
Plymouth	+ 69.87	+ 266,274	2	647,352	4	381,078	5
DeSoto	+ 53.85	+ 41,323	3	118,062	11	76,739	13
Chrysler	+ 53.78	+ 54,717	4	156,458	9	101,741	10
Pontiac	+ 47.95	+ 171,840	5	530,007	6	358,167	6
Oldsmobile	+ 44.79	+ 182,365	6	589,515	5	407,150	4
Buick	+ 43.70	+ 224,382	7	737,879	3	513,497	3
Mercury	+ 37.76	+ 101,911	8	371,837	7	269,926	7
Packard	+ 35.70	+ 13,707	9	52,103	14	38,396	14
Cadillac	+ 27.84	+ 30,710	10	141,038	10	110,328	9
Hudson	+ 20.62	+ 7,388	11	43,212	15	35,824	16
Chevrolet	+ 15.75	+ 223,228	12	1,640,681	1	1,417,453	1
Nash	+ 13.07	+ 10,812	13	93,541	13	82,729	12
Ford	+ 12.34	+ 172,836	14	1,573,276	2	1,400,440	2
Studebaker	— .16	— 153	15	95,761	12	95,914	11
Lincoln	— 3.40	— 1,234	16	35,017	16	36,251	15
Willys	— 63.14	— 10,735	17	6,267	17	17,002	17
Kaiser	— 89.21	— 7,930	18	959	18	8,889	18
Continental	+100.00	+ 606		606	19		
Miscellaneous	+ 78.43	+ 22,863		52,014		29,151	
TOTAL	+ 29.53	+1,634,444		7,169,908		5,535,464	

How They Fared . . .

New-Car Sales by Makes, 1955-1954

	Total Sales 1955	Percent Share of '55 Market	Total Sales 1954	Percent Share of '54 Market	Percentage Point Change
AMERICAN MOTORS	136,753	1.91	118,553	2.14	— .23
Hudson	43,212	.60	35,824	.65	— .05
Nash	93,541	1.31	82,729	1.49	— .18
CHRYSLER CORP.	1,206,195	16.82	714,347	12.90	+3.92
Chrysler	156,458	2.18	101,741	1.84	+ .34
DeSoto	118,062	1.65	76,739	1.39	+ .26
Dodge	284,323	3.96	154,789	2.80	+1.16
Plymouth	647,352	9.03	381,078	6.87	+2.16
FORD MOTOR CO.	1,980,736	27.63	1,706,617	30.83	—3.20
Continental	606	.01	.....	.....	+ .01
Ford	1,573,276	21.94	1,400,440	25.30	—3.36
Lincoln	35,017	.49	36,251	.65	— .16
Mercury	371,837	5.19	269,926	4.88	+ .31
GENERAL MOTORS	3,639,120	50.75	2,806,595	50.70	+ .05
Buick	737,879	10.29	513,497	9.28	+1.01
Cadillac	141,038	1.97	110,328	1.99	— .02
Chevrolet	1,640,681	22.88	1,417,453	25.61	—2.73
Oldsmobile	589,515	8.22	407,150	7.35	+ .87
Pontiac	530,007	7.39	358,167	6.47	+ .92
KAISER-WILLYS	7,226	.10	27,014	.49	— .39
Henry J	.....	.....	1,123	.02	— .02
Kaiser	959	.01	8,889	.16	— .15
Willys	6,267	.09	17,002	.31	— .22
STUDEBAKER-PACKARD	147,864	2.06	134,310	2.43	— .37
Packard	52,103	.73	38,396	.70	+ .03
Studebaker	95,761	1.33	95,914	1.73	— .40
MISCELLANEOUS	52,014	.73	28,028	.51	+ .22
TOTAL	7,169,908	100.00	5,535,464	100.00	

—Automotive News Compilations from R. L. Polk & Co. data.

Alltime Record Sales Statistics

Totals in Operation
(As of July 1, 1955)

Cars	47,377,970
Trucks	9,162,444

Average Annual Scrappage (1925 through 1953)

Cars	1,782,047
Trucks	303,425

Best New-Vehicle Sales Years

CARS

1956	7,169,908
1950	6,326,438
1953	5,738,989
1954	5,535,464
1951	5,060,903
1952	4,158,394
1929	3,880,206
1941	3,731,166
1948	3,490,952
1937	3,483,752

TRUCKS

1950	1,142,307
1948	1,035,174
1951	1,003,850
1949	961,961
1956	957,001
1953	930,312
1947	879,132
1954	829,101
1952	812,099
1941	640,697
1946	625,249

Best New-Vehicle Sales Months

CARS

August, 1950	683,995
June, 1955	679,097
May, 1955	660,161
December, 1954	656,611
August, 1955	652,300
September, 1955	651,808
July, 1955	645,391
March, 1955	636,457
April, 1955	627,636
September, 1950	625,755
December, 1955	624,854
July, 1950	609,926
June, 1954	596,753

TRUCKS

August, 1950	126,533
July, 1950	117,040
September, 1950	113,784
April, 1948	108,168
October, 1950	101,169
May, 1948	100,614
March, 1950	96,266
December, 1955	93,733

Leading States, Vehicles in Operation (As of July 1, 1955)

CARS

California	4,821,003
New York	3,864,225
Pennsylvania	2,991,552
Illinois	2,797,992
Ohio	2,806,334
Texas	2,529,603
Michigan	2,447,118

TRUCKS

California	743,284
Texas	679,990
Pennsylvania	447,274
New York	444,090
Illinois	401,104
Ohio	371,333
Michigan	294,074

States' and Makers' Truck Sales Figures

1955 Compared with 1954

List of States in Order of VOLUME

	1955	1955 Pos.	1954	1954 Pos.	Unit Gain or Loss	Pct. Gain or Loss
California	88,376	1	63,966	2	+ 24,410	+38.16
Texas	80,756	2	72,059	1	+ 8,697	+12.07
New York	50,720	3	41,352	3	+ 9,368	+22.65
Pennsylvania	45,452	4	38,654	4	+ 6,798	+17.59
Ohio	42,315	5	35,857	6	+ 6,458	+18.01
Michigan	41,034	6	34,776	7	+ 6,258	+18.00
Illinois	39,786	7	37,376	5	+ 2,410	+ 6.45
Indiana	28,976	8	24,212	9	+ 4,764	+19.68
Florida	28,160	9	22,072	12	+ 6,088	+27.58
Georgia	26,879	10	24,601	8	+ 2,278	+ 9.26
Missouri	25,674	11	23,498	10	+ 2,176	+ 9.26
North Carolina	25,181	12	22,130	11	+ 3,051	+13.79
New Jersey	22,826	13	21,047	13	+ 1,779	+ 8.45
Louisiana	21,781	14	18,539	15	+ 3,242	+17.49
Alabama	21,652	15	17,247	20	+ 4,405	+25.54
Virginia	20,272	16	17,373	19	+ 2,899	+16.69
Oklahoma	20,205	17	18,656	14	+ 1,549	+ 8.30
Mississippi	19,385	18	18,180	18	+ 1,205	+ 6.63
Tennessee	18,736	19	18,258	17	+ 478	+ 2.62
Minnesota	17,526	20	17,223	21	+ 303	+ 1.76
Wisconsin	16,969	21	16,329	23	+ 640	+ 3.92
Iowa	16,770	22	18,308	16	— 1,538	— 8.40
Arkansas	16,669	23	16,102	24	+ 567	+ 3.52
Kansas	16,616	24	16,371	22	+ 245	+ 1.50
Kentucky	16,297	25	15,658	25	+ 639	+ 4.08
Oregon	15,859	26	11,941	28	+ 3,918	+32.81
Washington	15,770	27	12,480	27	+ 3,290	+26.36
Massachusetts	13,879	28	12,530	26	+ 1,349	+10.77
Colorado	12,759	29	10,342	30	+ 2,417	+23.37
Nebraska	11,707	30	11,571	29	+ 136	+ 1.18
Maryland	11,267	31	9,881	31	+ 1,386	+14.03
South Carolina	10,113	32	9,832	32	+ 281	+ 2.86
West Virginia	9,936	33	7,130	36	+ 2,806	+39.35
Connecticut	9,071	34	7,487	33	+ 1,584	+21.16
Arizona	8,916	35	7,324	34	+ 1,592	+21.74
New Mexico	8,597	36	7,059	37	+ 1,538	+21.79
Montana	8,478	37	7,201	35	+ 1,277	+17.73
Idaho	6,849	38	5,976	38	+ 873	+14.61
Maine	6,198	39	5,023	40	+ 1,175	+23.39
Utah	5,541	40	4,429	42	+ 1,112	+25.11
South Dakota	5,131	41	4,908	41	+ 223	+ 4.54
North Dakota	5,021	42	5,221	39	— 200	— 3.83
Wyoming	4,740	43	4,190	43	+ 550	+13.13
Delaware	3,449	44	2,527	45	+ 922	+36.48
New Hampshire	3,282	45	2,899	44	+ 383	+13.21
Rhode Island	3,155	46	2,444	47	+ 711	+29.09
Vermont	3,030	47	2,514	46	+ 516	+20.52
Nevada	2,634	48	2,161	49	+ 473	+21.89
District of Columbia	2,606	49	2,187	48	+ 419	+19.16
TOTALS	957,001		829,101		+127,900	+15.43

List of States in Order of PERCENTAGE of Sales INCREASE

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1955	1955 Pos.	1954	1954 Pos.
West Virginia	+39.35	+ 2,806	1	9,936	33	7,130	36
California	+38.16	+ 24,410	2	88,376	1	63,966	2
Delaware	+36.48	+ 922	3	3,449	44	2,527	45
Oregon	+32.81	+ 3,918	4	15,859	26	11,941	28
Rhode Island	+29.09	+ 711	5	3,155	46	2,444	47
Florida	+27.58	+ 6,088	6	28,160	9	22,072	12
Washington	+26.36	+ 3,290	7	15,770	27	12,480	27
Alabama	+25.54	+ 4,405	8	21,652	15	17,247	20
Utah	+25.11	+ 1,112	9	5,541	40	4,429	42
Maine	+23.39	+ 1,175	10	6,198	39	5,023	40
Colorado	+23.37	+ 2,417	11	12,759	29	10,342	30
New York	+22.65	+ 9,368	12	50,720	3	41,352	3
Nevada	+21.89	+ 473	13	2,634	48	2,161	49
New Mexico	+21.79	+ 1,538	14	8,597	36	7,059	37
Arizona	+21.74	+ 1,592	15	8,916	35	7,324	34
Connecticut	+21.16	+ 1,584	16	9,071	34	7,487	33
Vermont	+20.52	+ 516	17	3,030	47	2,514	46
Indiana	+19.68	+ 4,764	18	28,976	8	24,212	9
District of Columbia	+19.16	+ 419	19	2,606	49	2,187	48
Ohio	+18.01	+ 6,458	20	42,315	5	35,857	6
Michigan	+18.00	+ 6,258	21	41,034	6	34,776	7
Montana	+17.73	+ 1,277	22	8,478	37	7,201	35
Pennsylvania	+17.59	+ 6,798	23	45,452	4	38,654	4
Louisiana	+17.49	+ 3,242	24	21,781	14	18,539	15
Virginia	+16.69	+ 2,899	25	20,272	16	17,373	19
Idaho	+14.61	+ 873	26	6,849	38	5,976	38
Maryland	+14.03	+ 1,386	27	11,267	31	9,881	31
North Carolina	+13.79	+ 3,051	28	25,181	12	22,130	11
New Hampshire	+13.21	+ 383	29	3,282	45	2,899	44
Wyoming	+13.13	+ 550	30	4,740	43	4,190	43
Texas	+12.07	+ 8,697	31	80,756	2	72,059	1
Massachusetts	+10.77	+ 1,349	32	13,879	28	12,530	26
Georgia	+ 9.26	+ 2,278	33	26,879	10	24,601	8
Missouri	+ 9.26	+ 2,176	34	25,674	11	23,498	10
New Jersey	+ 8.45	+ 1,779	35	22,826	13	21,047	13
Oklahoma	+ 8.30	+ 1,549	36	20,205	17	18,656	14
Mississippi	+ 6.63	— 1,205	37	19,385	18	18,180	18
Illinois	+ 6.45	+ 2,410	38	39,786	7	37,376	5
South Dakota	+ 4.54	+ 223	39	5,131	41	4,908	41
Kentucky	+ 4.08	+ 639	40	16,297	25	15,658	25
Wisconsin	+ 3.92	+ 640	41	16,969	21	16,329	23
Arkansas	+ 3.52	+ 567	42	16,669	23	16,102	24
South Carolina	+ 2.86	+ 281	43	10,113	32	9,832	32
Tennessee	+ 2.62	+ 478	44	18,736	19	18,258	17
Minnesota	+ 1.76	+ 303	45	17,526	20	17,223	21
Kansas	+ 1.50	+ 245	46	16,616	24	16,371	22
Nebraska	+ 1.18	+ 136	47	11,707	30	11,571	29
North Dakota	— 3.83	— 200	48	5,021	42	5,221	39
Iowa	—.8.40	— 1,538	49	16,770	22	18,308	16
TOTALS	+15.43	+127,900		957,001		829,101	

Makers' Volume Gains

List of Commercial Car Manufacturers in Order of VOLUME of Sales, 1955-1954

	1955	1955 Pos.	1954	1954 Pos.	Unit Change	Pct. Change
Chevrolet	329,791	1	293,079	1	+ 36,712	+12.53
Ford	295,900	2	267,799	2	+ 28,101	+10.49
International	100,441	3	84,222	3	+ 16,219	+19.26
GMC	84,877	4	66,644	4	+ 18,233	+27.36
Dodge	66,208	5	60,658	5	+ 5,550	+ 9.15
Willys	27,252	6	17,523	6	+ 9,729	+55.52
White	14,372	7	10,340	7	+ 4,032	+38.99
Mack	10,932	8	6,098	9	+ 4,834	+79.27
Studebaker	10,817	9	10,193	8	+ 624	+ 6.12
Diamond T	3,697	10	2,701	10	+ 996	+36.87
Reo	3,121	11	2,283	11	+ 838	+36.71
Brockway	1,144	12	1,340	12	— 196	—14.63
Miscellaneous	8,449		6,221		+ 2,228	+35.81
TOTAL	957,001		829,101		+127,900	+15.43

Makers' Percentage Gains

List of Commercial Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1955-1954

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1955	1955 Pos.	1954	1954 Pos.
Mack	+79.27	+ 4,834	1	10,932	8	6,098	9
Willys	+55.52	+ 9,729	2	27,252	6	17,523	6
White	+38.99	+ 4,032	3	14,372	7	10,340	7
Diamond T	+36.87	+ 996	4	3,697	10	2,701	10
Reo	+36.71	+ 838	5	3,121	11	2,283	11
GMC	+27.36	+ 18,233	6	84,877	4	66,644	4
International	+19.26	+ 16,219	7	100,441	3	84,222	3
Chevrolet	+12.53	+ 36,712	8	329,791	1	293,079	1
Ford	+10.49	+ 28,101	9	295,900	2	267,799	2
Dodge	+ 9.15	+ 5,550	10	66,208	5	60,658	5
Studebaker	+ 6.12	+ 624	11	10,817	9	10,193	8
Brockway	—14.63	— 196	12	1,144	12	1,340	12
Miscellaneous	+35.81	+ 2,228		8,449		6,221	
TOTAL		.127,900		957,001		829,101	

Each Maker's Share . . .

New-Truck Sales, 1955-1954

	Total Sales 1955	Pct. of 1955 Total	Total Sales 1954	Pct. of 1954 Total	Gain or Loss
Chevrolet	329,791	34.46	293,079	35.35	— .89
Ford	295,900	30.92	267,799	32.30	—1.38
GMC	84,877	8.87	66,644	8.04	+ .83
Dodge	66,208	6.92	60,658	7.32	— .40
Total Big Three	776,776	81.17	688,180	83.01	—1.84
International	100,441	10.49	84,222	10.16	+ .33
Willys	27,252	2.85	17,523	2.11	+ .74
White	14,372	1.50	10,340	1.25	+ .25
Mack	10,932	1.14	6,098	.73	+ .41
Studebaker	10,817	1.13	10,193	1.23	— .10
Diamond T	3,697	.39	2,701	.32	+ .07
Reo	3,121	.33	2,283	.28	+ .05
Brockway	1,144	.12	1,340	.16	— .04
Autocar	.....	.....	1,041	.13	— .13
Miscellaneous	8,449	.88	5,180	.62	+ .26
Total Independents	180,225	18.83	140,921	16.99	+1.84
TOTALS	957,001	100.00	829,101	100.00	

Annual Total Vehicle-Miles of Travel in United States, in Millions of Miles

1921	55,027	1925	122,346	1929	197,720	1933	200,642
1922	67,697	1926	140,735	1930	206,320	1934	215,563
1923	84,995	1927	158,453	1931	216,151	1935	228,568
1924	104,838	1928	172,856	1932	200,517	1936	252,128

	TOTAL VEHICLE MILES				AVERAGE MILES PER VEHICLE			
	Passenger Cars	Buses	Trucks	Total	Passenger Cars	Buses	Trucks	Total
1936	208,654	2,367	41,107	252,128	8,622	19,033	10,098	8,879
1937	223,467	2,492	44,151	270,110	8,767	18,991	10,264	9,027
1938	224,174	2,508	44,495	271,177	8,871	18,822	10,383	9,134
1939	235,629	2,554	47,219	285,402	8,976	18,392	10,504	9,240
1940	249,600	2,657	49,932	302,189	9,080	18,562	10,626	9,347
1941	275,872	2,822	54,918	333,612	9,291	19,197	10,743	9,545
1942*	218,318	3,131	45,760	267,209	7,805	21,013	9,609	8,127
1943*	161,830	3,366	41,626	206,822	6,223	21,857	9,028	6,722
1944*	166,125	3,800	41,739	211,664	6,499	24,359	8,992	6,972
1945*	199,280	3,834	45,941	249,055	7,727	23,521	9,270	8,058
1946	280,637	4,054	56,188	340,879	9,948	25,025	9,623	9,964
1947	300,494	4,254	66,146	370,894	9,734	24,170	9,947	9,839
1948	319,743	4,286	73,928	397,957	9,575	23,293	10,019	9,716
1949	342,478	4,252	77,731	424,461	9,401	22,326	9,916	9,547
1950	363,613	4,081	90,552	458,246	9,020	20,910	10,776	9,369
1951	392,131	4,118	94,844	491,093	9,154	20,820	10,790	9,476
1952	410,187	4,334	99,060	513,581	9,378	21,062	10,940	9,690
1953	435,351	4,449	104,633	544,433	9,370	18,234	10,927	9,674
1954	450,605	4,408	105,844	560,857	9,308	18,918	10,883	9,608
1955†	N. A.	N. A.	N. A.	590,000	N. A.	N. A.	N. A.	N. A.

* Does not include travel by military vehicles. † Preliminary.

Source: U. S. Bureau of Public Roads.

Greatest advance in 4-door hardtops

THE BIG M *Phaeton*

Mercury offers an all-new, truly different 4-door hardtop . . . unexcelled for style and smartness . . . now available in all four Mercury series

Another example of Mercury's styling leadership! Now on display—in Mercury dealer showrooms—the newest advance in 4-door hardtops . . . the luxurious new Mercury Phaeton, available in Montclair, Monterey, Custom and Medalist series.

Along with its excitingly different low-silhouette styling, the Phaeton features better visibility...with extra-spacious viewing for rear seat passengers... and wide-wide doors for easy entrance and exit.

This glamorous, new BIG M Phaeton, a truly great advance in 4-door hardtops, is another big reason why *owners and dealers agree* "it pays to travel with Mercury."

FOR 1956—THE BIG MOVE IS TO

THE BIG **MERCURY**

A Magnificent Value in the Ford Family of Fine Cars

MERCURY DIVISION—FORD MOTOR COMPANY

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Each Maker's Percentage of Trucks on Road

(As of July 1, 1955-1954)

		Pct. 1955	1955 Pos.	Pct. 1954	1954 Pos.	Pct. Change
Chevrolet	3,080,166	33.62	1	33.27	1	+ .35
Ford	2,421,981	26.43	2	26.01	2	+ .42
Dodge-Plymouth	1,018,340	11.11	3	11.51	3	— .40
International	998,306	10.90	4	10.93	4	— .03
GMC	693,365	7.57	5	7.47	5	+ .10
Studebaker	284,020	3.10	6	3.21	6	— .11
Willys	176,562	1.93	7	2.06	7	— .13
White-Sterling	106,708	1.16	8	1.16	8	.....
Mack	83,049	.91	9	.91	9	.....
Diamond T	52,298	.57	10	.62	10	— .05
Divco	44,556	.49	11	.48	11	+ .01
Reo	40,943	.45	12	.48	12	— .03
Autocar	23,165	.25	13	.28	13	— .03
Brockway	22,831	.25	14	.27	14	— .02
Federal	13,640	.15	15	.17	15	— .02
Pontiac	8,697	.09	16	.10	16	— .01
Miscellaneous	93,817	1.02	—	1.07	—	— .05
Total	9,162,444					

Automotive News Compilation from R. L. Polk & Co. data.

Percentage of GVW Truck Market by Makes—1955

	5,000 lbs. and Less	5,000-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,000 & Over
Brockway	....	....	....	....	.40	.70	1.51
Chevrolet	41.50	32.15	35.07	44.23	....	....	....
Diamond T	....	....	....	.30	1.28	2.53	3.68
Divco	....	1.44	2.45	....	....	....	....
Dodge	4.81	14.35	5.19	5.96	14.59	3.71	.69
Federal	....	....	....	....	.02	.09	.03
Ford	34.45	28.51	35.76	31.51	28.66	24.56	8.10
FWD	....	....	....	....	.05	.57	.20
GMC	7.31	7.99	10.45	6.70	20.64	24.88	11.17
International	6.44	9.13	9.32	10.13	31.31	27.40	24.64
Kenworth	....	....	....	....	....	....	2.45
Mack	....	....	....	....	.43	6.10	18.12
Peterbilt	....	....	....	....	....	....	.88
Reo	....	....	....	.21	1.29	3.12	2.38
Studebaker	1.46	1.18	1.74	.96	....	....	....
White	....	....	....	....	1.32	5.86	24.55
Willys—Jeep	2.28	....	....	....	....	....	....
Truck	1.75	5.25	....	....	....	....	....
Miscellaneous	....	....	.02	....	.01	.48	1.60
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00

State Size and Weight Restrictions

September, 1955

State	Height	LENGTH: Single Unit	LENGTH: Tractor Semi-Trailer	LENGTH: Other Combinations	Maximum Axle Load in Pounds	Maximum* Gross Weight in Pounds: Tractor Semitrailer: Single Axle	Tractor Semitrailer: Tandem	Combinations
Ala.	12'6"A	35B-I	50	N. P.	18,000	45,000M-I	64,650	N. P.
Ariz.	13'6"	40	65	65	18,000	45,000	68,000***	76,800
Ark.	13'6"	35B-I	50	50	18,000	45,000	56,000***p	56,000P
Calif.	13'6"	35V, B-I	60T-2	60	18,000	45,000	68,000***	76,800
Colo.	12'6"	35V, B-I	60	60	18,000	45,000	67,200***	75,200
Conn.	12'6"	45	45	N. P.	22,400	50,000	60,000	N. P.
Del.	12'6"A	35B-3	50	60	20,000S-I	48,000	60,000	60,000
D. of C.	12'6"	35	50	50	22,000	53,000	63,890	65,400
Fla.	12'6"A	40V	50	50	20,000S-2 M-I	49,000	64,650	64,650
Ga.	13'6"	35B-I	45	45	18,000	45,000	55,300	55,300
Id.	14'	35B	60	65	18,000S-3	45,000	68,000	76,800
Ill.	13'6"	42	50	50	18,000S-3	45,000	59,000AA	72,000AA
Ind.	13'6"	36B-I	50	50	18,000S-3	45,000	72,000***	72,000
Ia.	12'6"A	35V, B-I	45	N. P.	18,000M-3	45,000M-3	60,010M-3	N. P.
Kans.	12'6"	35V, B-I	50	50	18,000	45,000	63,890***	63,890
Ky.	12'6"	35	45	N. P.	18,000S	42,000	42,000	N. P.
La.	12'6"A	35V, B-I	50	60	18,000S-6	36,000P	64,000***p	68,000P
Me.	12'6"H	45H	45H	45H	22,000S	50,000	50,000	50,000
Md.	12'6"A	55	55	55	22,400	53,800	65,000	65,000
Mass.	N. R.	35B	45	N. P.	22,400S-3	60,000	60,000	N. P.
Mich.	12'6"	35B-I	55	55	18,000S-I	45,000	67,000***D	111,000D
Minn.	12'6"A	40	45	45	18,000	45,000	65,000***	66,500
Miss.	12'6"A	35V, B-I	45	45	18,000S-4	45,000	55,980D	55,980D
Mo.	12'6"	35B-I	45	45	18,000S	45,000	60,010	60,010
Mont.	13'6"	35B-I	60	60	18,000	45,000	76,800***	76,800
Neb.	12'6"A	35V, B-I	50	50	18,900M	45,000	64,650***	64,650M-3
Nev.	N. R.	N. R.	N. R.	N. R.	18,000	45,000	68,000***	76,800
N. H.	13'6"	35B-D	45	45	22,400	52,800	66,400	66,400
N. J.	13'6"	35	45	50	22,400S-3	53,800	60,000	60,000
N. M.	13'6"	40	65	65	21,600S	52,300	75,600***	86,400
N. Y.	13'	35B	50	50	22,400S-3	53,800	65,000	65,000
N. C.	12'6"A	35V, B-I	48	48	18,000M-2S	46,200M	58,800M	58,800M
N. D.	12'6"	35V, B-I	50	50	18,000S-2	45,000	63,000	63,000
Ohio	12'6"A	35V, B-I	50T	60	19,000S-5	47,000	69,200***W	78,000W
Okla.	13'6"	35B-2	50	50	18,000S-5	45,000	60,000***	60,000
Ore.	13'6"	35	58T-3	50C	18,000S	45,000	73,000***L	76,000
Pa.	12'6"A	35B	45A-2	50	22,400	50,000	60,000	62,000
R. I.	12'6"	40	50	50	22,400S-3	50,000	60,000Z	88,000E
S. C.	12'6"	40V, B-I	50	50	20,000M-I	49,000	63,890	63,890
S. D.	13'	35V, B-I	50	50	18,000S	45,000	64,650***	64,650
Tenn.	12'6"	35B-I	45	45	18,000	45,000	55,980	55,980
Tex.	13'6"	35B-I	50	50	18,000S-5	45,000	58,420	58,420
Utah	14'	45	60T-I	60T-I	18,000	45,000	71,400***	79,900
Vt.	12'6"	50	50	50	N.S.-S.	50,000	60,000	60,000
Va.	12'6"A	35B-I	45	45F	18,000D-I	40,000D-I	50,000D-I	50,000D-I
Wash.	12'6"A	35B-D	60T-2	60T-2	18,000S-7	45,000	68,000	72,000
W. Va.	12'6"A	35B	45	45	18,900M	47,250M	63,840M	73,280L-I
Wis.	12'6"A	35B-I	50	50	19,500S-3X	48,000X	68,000***X	68,000X
Wyo.	13'6"	40	60	60	18,000	45,000	68,000***	73,950

FOOTNOTES:
* — Maximum Practical Gross.
** — Computation based on 6' overhang.
*** — 3-axle tractor with tandem axle semi-trailer.
A—Auto transporters allowed 13½'; A-I: 13'; A-2: 47½' length allowed.
B—Buses with 3 axles permitted 40'.
B-I—Buses permitted 40'; B-2: 45'; B-3: 42'.
C—State Highway Department may permit 60'.
D—On designated highways.
D-I—16,000 lb. axle limit and 35,000 lb. maximum gross limit on all but "Heavy Duty Highways."
E—3-axle truck with 3-axle trailer.
F—Exclusive of coupling.
H—Height and Length subject to 1'6" tolerance.
I—36,000 lbs. if axles spaced less than 48" apart.
J—On designated highways one tandem per combination permitted 32,000 lb.
L—Permit required for gross weight over 60,000 lbs.; L-I—Permit required over 63,840 lbs.
M—Includes 5% overload tolerance.
M-I—Plus 10% tolerance.
M-2—Plus 1000 pounds tolerance; M-3—Plus 3% tolerance.
N. P.—Not Permitted.
N. R.—No Restriction.
N. S.—Not Specified.
P—Plus weight on front axle.
Q—40,000 pounds allowed when axles are articulated or both are drive axles.
R—36,000 pounds if axles do not have common point of suspension.
S—Subject to 600 lb. per inch tire requirements; S-1: 700 lb.; S-2: 550 lb.; S-3: 800 lb.; S-4 on tires 9:75 and larger; S-5: 650 lb.; S-6: 450 lb.; S-7: 500 lb.
T—Trailer limited to 40'; T-1: 45'; T-2: 40'; T-3: Semi-trailers 40', comb. 58' by permit.
V—Vehicles over 35' must have 3 axles.
W—With tandem axles spaced more than 4' apart.
X—Includes 1,500 lb. tolerance single axle; tandem, 2,000 lb.
Y—With permit.
Z—Not less than 10:00 x 20 tires; not less than 25' between extreme axles.
AA—Double tandems 30,000 lbs. each, 68,000 lbs. total.

Source: Truck-Trailer Manufacturers Association, Inc.

Factory Sales to Domestic and Foreign Markets

From Plants Located in United States

	PASSENGER CARS: Total	Domestic Market	Foreign Market	MOTOR TRUCKS AND BUSES*: Total	Domestic Market	Foreign Market	TOTAL MOTOR VEHICLES: Total	Domestic Market	Foreign Market
1921	1,468,067	1,417,017	51,050	148,052	135,483	12,569	1,616,119	1,552,500	63,619
1922	2,274,185	2,169,185	105,000	269,991	247,593	22,398	2,544,176	2,416,778	127,398
1923	3,624,717	3,449,658	175,059	409,295	349,077	60,218	4,034,012	3,798,735	235,277
1924	3,185,881	2,968,711	217,170	416,659	340,555	76,104	3,602,540	3,309,266	293,274
1925	3,735,171	3,419,072	316,099	530,659	418,064	112,595	4,265,830	3,837,136	428,694
1926	3,692,317	3,409,792	282,525	608,617	499,079	109,538	4,300,934	3,907,871	393,063
1927	2,936,533	2,604,491	332,042	464,793	330,455	134,338	3,401,326	2,934,946	466,380
1928	3,775,417	3,366,516	408,901	583,342	409,530	173,812	4,358,759	3,776,046	582,713
1929	4,455,178	4,052,762	402,416	881,909	619,068	262,841	5,337,087	4,671,830	665,257
1930	2,787,456	2,569,145	218,311	575,364	444,499	130,865	3,362,820	3,013,644	349,176
1931	1,948,164	1,837,598	110,566	432,262	316,532	115,730	2,380,426	2,154,130	226,296
1932	1,103,557	1,038,872	64,685	228,303	178,812	49,491	1,331,860	1,217,684	114,176
1933	1,560,599	1,480,892	79,707	329,218	264,709	64,509	1,889,817	1,745,601	144,216
1934	2,160,865	1,984,034	176,831	576,205	447,007	129,198	2,737,070	2,431,041	306,029
1935	3,273,874	3,050,518	223,356	697,367	564,761	132,606	3,971,241	3,615,279	355,962
1936	3,679,242	3,463,535	215,707	782,220	642,686	139,534	4,461,462	4,106,221	355,241
1937	3,929,203	3,646,310	282,893	891,016	677,259	213,757	4,820,219	4,323,569	496,650
1938	2,019,566	1,821,589	197,977	488,841	345,323	143,518	2,508,407	2,166,912	341,495
1939	2,888,512	2,716,056	172,456	700,377	544,493	155,884	3,588,889	3,260,549	328,340
1940*	3,717,385	3,608,042	109,343	692,791	599,912	92,879	4,410,176	4,207,954	202,222
1941	3,779,682	3,681,558	98,124	854,719	743,932	110,787	4,634,401	4,425,490	208,911
1942	222,862	215,779	7,083	184,985	164,325	20,660	407,847	380,104	27,743
1943	139	121	18	24,842	23,420	1,422	24,981	23,541	1,440
1944	610	308	302	116,167	102,295	13,872	116,777	102,603	14,174
1945	69,532	68,093	1,439	291,469	254,039	37,430	361,001	322,132	38,869
1946**	2,146,970	2,002,920	144,050	931,225	744,204	187,021	3,078,195	2,747,124	331,071
1947	3,551,145	3,290,298	260,847	1,227,361	975,872	251,489	4,778,506	4,266,170	512,336
1948	3,901,829	3,668,652	233,177	1,360,307	1,157,267	203,040	5,262,136	4,825,919	436,217
1949	5,112,675	4,956,534	156,141	1,116,255	984,621	131,634	6,228,930	5,941,155	287,775
1950	6,656,910	6,503,985	152,925	1,295,695	1,144,936	150,759	7,952,605	7,648,921	303,684
1951	5,314,849	5,067,884	246,965	1,280,167	1,056,583	223,584	6,595,016	6,124,467	470,549
1952	4,315,594	4,148,546	167,048	1,036,564	874,026	162,538	5,352,158	5,022,572	329,586
1953	6,112,749	5,926,487	186,262	1,076,699	937,758	138,941	7,189,448	6,864,245	325,203
1954	5,556,917	5,350,373	206,544	997,329	802,413	194,916	6,554,246	6,152,786	401,460
1955	7,915,359	7,661,023	254,336	1,216,772	1,024,076	192,696	9,132,131	8,685,099	447,032

* Military trucks excluded from 1940 to 1945.
** 1946 to date excludes factory sales to all Federal government agencies.
SOURCE: U. S. Department of Commerce and Automobile Manufacturers Association.

Truck Registrations by GVW Class, Percent of Market

('51-'52-'53-'54-'55)

GVW Class	Pct. Share of 1951 Market	Pct. Share of 1952 Market	Pct. Share of 1953 Market	Pct. Share of 1954 Market	Pct. Share of 1955 Market	Mkt. Change in Pct. Pts., '54-'55	Mkt. Change in Pct. Pts., '51-'55
5,000 lbs. or less	46.78	43.18	49.53	48.37	48.02	— .35	+1.24
5,001 - 10,000	19.15	19.33	18.57	18.34	17.52	— .82	—1.63
10,001 - 14,000	7.01	6.41	4.89	4.33	3.76	— .57	—3.25
14,001 - 16,000	16.93	19.73	16.20	18.10	17.35	— .75	+ .42
16,001 - 19,500	3.67	4.07	3.96	3.87	4.90	+1.03	+1.23
19,501 - 26,000	4.34	4.44	3.90	3.49	3.41	— .08	— .93
26,001 and Over	2.12	2.84	2.95	3.50	5.04	+1.54	+2.92
Total	100.00	100.00	100.00	100.00	100.00		

—Compiled from R. L. Polk & Co. data

1955 Truck Registrations by Weight Class

Make	5,000 lbs. or less	5,001-10,000	10,001-14,000	14,001 16,000	16,001 19,500	19,501 26000	26,000 or over	Total 1955	Total 1954
Brockway	.....	.....	.....	.....	189	228	727	1,144	1,340
Chevrolet	189,808	53,904	12,615	73,464	.....	.....	.....	329,791	293,079
Diamond T	.....	.....	.....	498	599	823	1,777	3,697	2,701
Divco	.....	2,415	883	.....	.....	.....	.....	3,298	2,505
Dodge	22,009	24,055	1,865	9,903	6,833	1,210	333	66,208	60,658
Federal	.....	.....	.....	.....	11	30	15	56	248
Ford	157,559	47,811	12,861	52,331	13,423	8,004	3,911	295,900	267,799
FWD	.....	.....	.....	11	23	186	95	315	393
GMC	33,425	13,401	3,758	11,122	9,669	8,109	5,393	84,877	66,644
International	29,466	15,315	3,351	16,825	14,663	8,928	11,893	100,441	84,222
Kenworth	.....	.....	.....	.....	.....	.....	1,182	1,182	697
Mack	.....	.....	.....	.....	199	1,987	8,746	10,932	6,098
Peterbilt	.....	.....	.....	.....	.....	.....	424	424	344
Reo	.....	.....	.....	349	605	1,018	1,149	3,121	2,283
Studebaker	6,648	1,972	625	1,572	.....	.....	.....	10,817	10,193
White	.....	.....	.....	.....	617	1,908	11,847	14,372	11,381
Willys Jeep	10,441	.....	.....	.....	.....	.....	.....	10,441	7,598
Willys Truck	8,012	8,799	.....	.....	.....	.....	.....	16,811	9,925
Domestic Misc.	.....	1	9	2	5	157	773	947	545
Domestic Total	457,368	167,673	35,967	166,077	46,836	32,588	48,265	954,774	828,653
Foreign Misc.	2,227	.....	.....	.....	.....	.....	.....	2,227	448
GRAND TOTAL	459,595	167,673	35,967	166,077	46,836	32,588	48,265	957,001	829,101

—Compiled by R. L. Polk & Co.

Table for Drop-Center Truck Tires

(As Adopted by Tire and Rim Assn.)

Tire Size	Ply Rating	Preferred Rim / Alternate Rim	Max. Tire Section	Max. Load	Inflation	Dual Spacing: Chain	Dual Spacing: No Chain	Replacement for Regular Tires: Size	Replacement for Regular Tires: Ply Rating
7-17.5	6	5.25	7.30	1520	45	9.1	8.4	7.00 x 15	6
		.....	.....			.....	.....		
8-17.5	6	5.25	7.70	1740	45	9.6	8.9	7.50 x 15	6
		6.00	8.00			9.9	9.2		
*8-17.5	8	5.25	7.70	2060	60	9.6	8.9	7.50 x 15	8
		6.00	8.00			9.9	9.2		
8-19.5	8	5.25	7.70	2420	65	9.6	8.9	7.50 x 17	8
		6.00	8.00			9.9	9.2		
7-22.5	6	5.25	7.00	1870	50	8.8	8.1	6.50 x 20	6
		.....	.....			.....	.....		
*7-22.5	8	5.25	7.00	2140	65	8.8	8.1	6.50 x 20	8
		.....	.....			.....	.....		
8-22.5	8	5.25	7.70	2740	65	9.6	8.9	7.50 x 20	8
		6.00	8.00			9.9	9.2		
*8-22.5	10	5.25	7.70	2980	75	9.6	8.9	7.50 x 20	10
		6.00	8.00			9.9	9.2		
9-22.5	10	6.00	8.70	3330	70	10.7	9.9	8.25 x 20	10
		6.75	9.00			11.0	10.2		
10-22.5	10	6.75	9.70	3960	70	11.8	11.0	9.00 x 20	10
		7.50	10.00			12.1	11.3		
11-22.5	12	7.50	10.70	4580	75	12.9	12.0	10.00 x 20	12
		8.25	11.00			13.2	12.3		
11-24.5	12	7.50	10.70	4880	75	12.9	12.0	10.00 x 22	12
		8.25	11.00			13.2	12.3		
12-22.5	12	8.25	11.50	5150	75	13.8	12.8	11.00 x 20	12
		9.00	11.80			14.1	13.1		
12-24.5	12	8.25	11.50	5480	75	13.8	12.8	11.00 x 22	12
		9.00	11.80			14.1	13.1		

* Extra-ply optional sizes.

—Courtesy of B. F. Goodrich Co.

New Car and Truck Registrations . . .

Percentage of Year's Total Sales for Each Month, 1947-1955

New Passenger Car Registrations in U. S.

	1955 Registrations	% of Total	1954 Registrations	% of Total	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	440,024	6.14	340,698	6.15	386,221	6.73	301,379	7.25	472,766	9.34	381,562	6.03	273,161	5.65	274,978	7.88	209,063	6.60	342,206	6.86
February	476,254	6.64	369,592	6.68	396,558	6.91	295,459	7.10	430,797	8.51	408,990	6.46	258,218	5.34	249,781	7.16	214,333	6.77	344,442	6.84
March	636,457	8.88	480,731	8.68	486,368	8.47	322,857	7.76	512,599	10.13	495,885	7.84	360,584	7.45	311,650	8.93	264,714	8.36	430,205	8.50
April	627,636	8.75	508,102	9.18	528,110	9.20	374,288	9.00	467,313	9.23	471,215	7.45	390,932	8.08	330,555	9.45	290,226	9.16	443,153	8.83
May	660,161	9.21	520,958	9.41	540,575	9.42	422,217	10.15	470,446	9.30	488,363	7.72	446,251	9.22	255,638	7.32	286,719	9.06	454,592	8.98
June	679,097	9.47	596,719	10.78	542,193	9.45	423,655	10.19	454,665	8.98	583,922	9.23	432,470	8.94	246,926	7.08	269,863	8.52	469,945	9.18
July	645,391	9.00	474,316	8.57	533,783	9.30	340,454	8.19	406,333	8.03	609,926	9.64	448,477	9.27	291,206	8.34	263,167	8.30	445,895	8.74
August	652,300	9.10	440,312	7.95	502,430	8.75	215,668	5.19	424,422	8.39	683,995	10.81	478,556	9.89	317,788	9.10	264,866	8.36	442,260	8.62
September	651,808	9.09	407,844	7.37	453,806	7.91	318,870	7.67	406,217	8.03	625,755	9.89	459,647	9.50	296,339	8.49	251,655	7.94	430,216	8.43
October	572,640	7.99	389,352	7.04	504,697	8.80	383,385	9.22	373,162	7.37	580,373	9.17	465,765	9.63	291,442	8.35	281,428	8.89	426,916	8.50
November	503,286	7.02	378,513	6.84	450,311	7.85	360,256	8.66	332,099	6.56	444,193	7.02	409,702	8.47	313,230	8.97	258,934	8.18	383,392	7.73
December	624,854	8.71	628,327	11.35	413,937	7.21	399,906	9.62	310,084	6.13	552,259	8.74	414,579	8.56	311,419	8.92	312,263	9.86	440,847	8.79
Total	7,169,908	100%	5,535,464	100%	5,738,989	100%	4,158,394	100%	5,060,903	100%	6,326,438	100%	4,838,342	100%	3,490,952	100%	3,167,231	100%	5,054,069	100%

New Truck Registrations in U. S.

	1955 Registrations	% of Total	1954 Registrations	% of Total	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	62,231	6.50	60,694	7.32	72,514	7.79	59,661	7.35	88,058	8.77	67,925	5.95	66,423	6.90	69,486	6.72	62,477	7.10	67,719	7.15
February	56,204	5.87	60,843	7.34	68,616	7.37	59,285	7.30	78,581	7.83	71,698	6.28	67,537	7.02	74,326	7.18	63,752	7.25	66,760	7.05
March	64,516	6.74	72,583	8.75	79,637	8.56	63,364	7.80	86,287	8.60	96,266	8.43	87,165	9.06	94,806	9.16	79,344	9.03	80,441	8.46
April	79,076	8.26	75,332	9.09	91,127	9.80	73,461	9.05	84,961	8.46	92,241	8.06	78,857	8.20	108,168	10.44	85,148	9.69	85,375	9.01
May	82,081	8.58	78,197	9.43	86,346	9.28	71,690	8.83	90,627	9.03	90,786	7.95	86,375	8.98	100,614	9.72	76,901	8.75	84,846	8.95
June	90,005	9.41	85,870	10.36	77,199	8.30	71,471	8.80	87,461	8.71	91,512	8.01	79,069	8.22	87,117	8.42	65,458	7.45	81,685	8.63
July	84,443	8.82	65,164	7.86	76,161	8.19	72,134	8.88	84,021	8.37	117,040	10.25	76,866	7.99	94,036	9.08	71,647	8.15	82,390	8.62
August	92,019	9.62	64,001	7.72	76,642	8.24	57,786	7.12	87,646	8.73	126,533	11.08	85,539	8.89	91,923	8.88	75,912	8.63	84,222	8.77
September	89,891	9.39	66,174	7.98	78,319	8.42	65,381	8.05	84,814	8.45	113,784	9.97	89,251	9.28	85,108	8.22	69,899	7.95	82,513	8.63
October	87,262	9.12	69,221	8.35	82,625	8.88	77,486	9.54	92,281	9.19	101,169	8.84	86,375	8.98	84,284	8.14	87,167	9.92	85,319	9.00
November	75,540	7.89	64,123	7.73	72,467	7.79	70,431	8.67	76,517	7.62	84,167	7.37	79,699	8.29	75,024	7.25	73,737	8.38	74,634	7.89
December	93,733	9.80	66,899	8.07	68,659	7.38	69,949	8.61	62,596	6.24	89,186	7.81	78,805	8.19	70,282	6.79	67,690	7.70	74,200	7.84
Total	957,001	100%	829,101	100%	930,312	100%	812,099	100%	1,003,850	100%	1,142,307	100%	961,961	100%	1,035,174	100%	879,132	100%	950,104	100%

Combined Car and Truck Registrations in U. S.

	1955 Registrations	% of Total	1954 Registrations	% of Total	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	502,255	6.18	401,392	6.31	458,735	6.88	361,040	7.26	560,824	9.25	449,487	6.02	339,584	5.85	344,464	7.62	271,540	6.71	409,925	6.90
February	532,458	6.55	430,435	6.76	465,174	6.97	354,744	7.14	509,378	8.40	480,688	6.44	325,755	5.62	324,107	7.16	278,085	6.87	411,202	6.88
March	700,973	8.63	553,314	8.69	566,005	8.49	386,221	7.77	598,886	9.87	592,151	7.93	447,749	7.72	406,456	8.98	344,058	8.50	510,646	8.51
April	706,712	8.70	583,434	9.17	619,237	9.28	447,749	9.01	552,274	9.11	563,456	7.54	469,789	8.10	438,723	9.69	375,374	9.28	528,528	8.87
May	742,242	9.13	599,155	9.41	626,921	9.40	493,907	9.94	561,073	9.25	579,149	7.75	532,626	9.18	356,252	7.87	363,620	8.99	539,438	8.99
June	769,102	9.46	682,589	10.72	619,392	9.29	495,126	9.96	542,126	8.94	675,434	9.04	511,539	8.82	334,043	7.38	335,321	8.29	551,630	9.10
July	729,834	8.98	539,480	8.48	609,944	9.14	412,588	8.30	490,354	8.09	726,966	9.73	525,343	9.06	385,242	8.51	334,814	8.27	528,285	8.73
August	744,319	9.16	504,313	7.92	579,072	8.68	273,454	5.50	512,068	8.44	810,528	10.85	564,095	9.73	409,711	9.05	340,778	8.42	526,482	8.64
September	741,699	9.13	474,018	7.45	532,125	7.98	384,251	7.73	491,031	8.10	739,539	9.90	548,898	9.46	381,447	8.43	321,554	7.95	512,729	8.46
October	659,902	8.12	458,573	7.21	587,322	8.81	460,871	9.27	465,443	7.67	681,542	9.12	552,140	9.52	375,726	8.30	368,595	9.11	512,235	8.57
November	578,826	7.12	442,636	6.96	522,778	7.84	430,687	8.66	408,616	6.74	528,360	7.09	489,401	8.44	388,254	8.58	332,671	8.22	458,026	7.74
December	718,587	8.84	695,226	10.92	482,596	7.24	469,855	9.46	372,680	6.14	641,445	8.59	493,384	8.50	381,701	8.43	379,953	9.39	515,047	8.61
Total	8,126,909	100%	6,364,565	100%	6,669,301	100%	4,970,493	100%	6,064,753	100%	7,468,745	100%	5,800,303	100%	4,526,126	100%	4,046,363	100%	6,004,173	100%

New Commercial Car Registrations, 1946-1955, Showing Percentage Of Each State to Total Registration

STATES	1955 Registrations	Total	1954 Registrations	% of Total	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	10-Year Average	Av. % over 10 Yrs.
Alabama	21,652	2.26	17,247	2.08	19,653	2.11	17,721	2.18	23,294	2.32	25,187	2.20	21,674	2.25	22,309	2.16	17,615	2.00	15,705	2.52	20,206	2.21
Arizona	8,916	.93	7,324	.88	7,160	.77	6,611	0.81	7,079	.71	6,980	.61	5,744	.60	6,042	.58	4,811	.55	3,424	.55	6,409	.70
Arkansas	16,669	1.74	16,102	1.94	18,357	1.97	16,890	2.08	20,617	2.05	24,086	2.11	21,969	2.28	18,289	1.86	14,563	1.66	10,598	1.70	17,814	1.94
California	88,376	9.23	63,966	7.72	69,345	7.45	58,661	7.22	63,284	6.30	66,685	5.84	55,036	5.72	64,009	6.18	58,653	6.67	41,437	6.63	62,945	6.90
Colorado	12,759	1.33	10,342	1.25	11,180	1.20	10,892	1.34	12,669	1.26	15,101	1.32	12,569	1.30	12,285	1.19	9,490	1.08	5,412	.87	11,270	1.21
Connecticut	9,071	.95	7,487	.90	8,214	.88	7,324	0.90	8,229	.82	9,199	.81	7,212	.75	9,903	.96	8,665	.99	6,089	.97	8,139	.89
Delaware	3,449	.36	2,527	.30	2,734	.29	2,383	0.29	2,748	.27	3,076	.27	2,867	.30	3,238	.31	2,733	.31	1,746	.28	2,750	.30
Florida	28,160	2.94	22,072	2.66	23,340	2.51	19,980	2.46	22,499	2.24	24,686	2.16	19,769	2.06	19,557	1.88	18,383	2.09	13,412	2.15	21,186	2.32
Georgia	26,879	2.81	24,601	2.98	23,441	2.52	21,464	2.64	29,549	2.94	33,464	2.93	27,354	2.84	28,207	2.73	20,499	2.33	13,446	2.15	24,890	2.69
Idaho	6,849	.72	5,976	.72	7,607	.82	6,612	0.81	8,036	.80	8,387	.73	8,091	.84	8,258	.80	6,110	.70	3,643	.58	6,957	.75
Illinois	39,786	4.16	37,376	4.51	43,436	4.67	34,479	4.25	45,205	4.50	50,681	4.44	51,130	5.32	52,646	5.09	45,457	5.17	31,393	5.02	43,159	4.71
Indiana	28,976	3.03	24,212	2.92	29,108	3.13	21,374	2.63	29,736	2.96	32,453	2.84	26,062	2.71	27,196	2.63	25,755	2.93	16,534	2.64	26,141	2.84
Iowa	16,770	1.75	18,308	2.21	20,190	2.17	15,914	1.96	22,231	2.21	27,722	2.43	25,823	2.68	26,358	2.54	20,835	2.37	14,058	2.25	20,821	2.26
Kansas	16,616	1.74	16,371	1.97	18,277	1.96	18,108	2.23	19,522	1.94	21,599	1.89	22,234	2.31	22,246	2.15	16,957	1.93	12,154	1.94	18,408	2.01
Kentucky	16,297	1.70	15,658	1.89	18,525	1.99	15,634	1.93	18,897	1.88	24,307	2.13	21,116	2.20	22,170	2.14	17,193	1.96	11,729	1.88	18,153	1.97
Louisiana	21,781	2.28	18,539	2.24	19,795	2.13	15,714	1.93	19,467	1.94	20,573	1.80	18,684	1.94	16,061	1.54	12,653	1.44	9,143	1.45	17,241	1.87
Maine	6,198	.65	5,023	.61	5,559	.60	5,216	0.64	5,624	.56	7,030	.62	6,032	.63	7,497	.72	7,683	.87	4,773	.76	6,064	.67
Maryland	11,267	1.18	9,881	1.19	11,199	1.20	9,586	1.18	11,187	1.11	12,547	1.10	9,954	1.03	13,267	1.28	12,412	1.40	8,554	1.37	10,985	1.20
Massachusetts	13,879	1.45	12,530	1.52	12,291	1.32	12,974	1.60	14,697	1.46	18,279	1.60	12,698	1.32	17,878	1.73	17,695	2.01	14,915	2.39	14,784	1.64
Michigan	41,034	4.29	34,776	4.19	40,795	4.39	33,711	4.15	40,938	4.08	47,241	4.14	35,257	3.67	39,568	3.81	33,553	3.82	24,203	3.87	37,108	4.04
Minnesota	17,526	1.83	17,223	2.08	19,054	2.05	16,404	2.02	20,044	2.00	26,554	2.32	22,555	2.34	23,996	2.31	17,108	1.95	13,453	2.15	19,392	2.11
Mississippi	19,385	2.03	18,180	2.19	18,374	1.98	16,054	1.98	20,524	2.04	21,424	1.88	18,663	1.94	18,093	1.75	15,264	1.74	12,297	1.97	17,826	1.95
Missouri	25,674	2.68	23,498	2.83	29,067	3.13	22,582	2.78	33,461	3.33	38,586	3.37	31,915	3.32	31,611	3.04	27,631	3.14	21,826	3.49	28,585	3.11
Montana	8,478	.89	7,201	.87	8,001	.86	7,664	0.94	8,866	.88	10,102	.88	9,714	1.01	10,453	1.01	8,243	.94	4,414	.71	8,314	.90
Nebraska	11,707	1.22	11,571	1.40	13,123	1.41	13,115	1.62	16,922	1.69	18,130	1.59	17,030	1.77	16,664	1.61	12,082	1.37	8,283	1.32	13,863	1.50
Nevada	2,634	.27	2,161	.26	2,130	.23	1,841	0.23	1,874	.19	1,781	.16	1,788	.19	1,654	.16	1,373	.16	1,136	.18	1,837	.20
New Hampshire	3,282	.34	2,899	.35	2,924	.31	2,711	0.33	3,249	.32	3,714	.33	3,147	.33	3,838	.37	3,749	.43	1,838	.29	3,135	.34
New Jersey	22,826	2.38	21,047	2.54	23,500	2.53	18,783	2.31	24,870	2.48	27,549	2.42	23,158	2.41	25,219	2.44	22,604	2.57	17,666	2.83	22,722	2.49
New Mexico	8,597	.90	7,059	.85	6,428	.69	5,885	0.72	6,501	.65	8,797	.77	7,446	.77	6,082	.58	4,952	.56	3,113	.50	6,486	.70
New York	50,720	5.30	41,352	4.99	47,704	5.13	41,788	5.15	49,840	4.96	57,800	5.06	47,784	4.97	62,446	6.03	56,259	6.40	43,836	7.01	49,953	5.50
North Carolina	25,181	2.63	22,130	2.67	26,685	2.87	23,696	2.92	29,093	2.90	31,904	2.79	27,551	2.86	28,054	2.70	24,445	2.78	15,196	2.43	25,394	2.76
North Dakota	5,021	.52	5,221	.63	6,128	.66	5,932	0.73	7,252	.72	7,632	.67	9,690	1.01	8,283	.80	6,151	.70	3,823	.61	6,513	.70
Ohio	42,315	4.42	35,857	4.32	42,510	4.57	36,090	4.44	45,467	4.53	52,741	4.62	39,886	4.15	47,755	4.61	45,336	5.16	32,581	5.21	42,054	4.60
Oklahoma	20,205	2.11	18,656	2.25	22,257	2.39	18,750	2.31	22,270	2.22	27,332	2.39	23,677	2.46	22,544	2.18	18,392	2.08	13,346	2.13	20,743	2.25
Oregon	15,859	1.66	11,941	1.44	13,415	1.44	12,712	1.57	14,636	1.46	15,223	1.33	12,865	1.34	15,560	1.50	12,184	1.39	7,465	1.19	13,186	1.43
Pennsylvania	45,452	4.75	38,654	4.66	47,965	5.16	40,949	5.04	53,383	5.33	61,473	5.38	46,306	4.81	60,271	5.82	52,586	5.98	38,014	6.08	48,505	5.30
Rhode Island	3,155	.33	2,444	.29	2,662	.29	2,384	0.29	2,926	.29	3,825	.33	3,479	.36	4,600	.44	3,495	.40	2,606	.42	3,158	.34
South Carolina	10,113	1.06	9,832	1.19	12,397	1.33	12,151	1.50	14,794	1.47	13,922	1.22	12,148	1.26	12,536	1.21	11,194	1.27	8,405	1.34	11,749	1.29
South Dakota	5,131	.54	4,908	.59	5,465	.59	5,485	0.68	6,980	.70	7,522	.66	8,074	.84	7,872	.76	5,549	.63	3,456	.55	6,044	.65
Tennessee	18,736	1.96	18,258	2.20	20,881	2.24	18,117	2.23	21,854	2.18	33,279	2.91	26,682	2.77	26,756	2.58	23,206	2.64	15,603	2.50	22,337	2.42
Texas	80,756	8.44	72,059	8.69	74,857	8.05	68,793	8.48	88,701	8.84	99,053	8.67	71,650	7.45	67,737	6.54	55,182	6.28	41,275	6.60	72,006	7.80
Utah	5,541	.58	4,429	.53	4,748	.51	4,944	0.61	5,743	.58	6,263	.55	5,756	.60	5,968	.58	4,612	.52	2,680	.43	5,068	.55
Vermont	3,030	.32	2,514	.30	2,705	.29	2,527	0.31	2,693	.27	3,001	.26	3,458	.36	4,294	.41	3,946	.45	2,482	.40	3,065	.34
Virginia	20,272	2.12	17,373	2.10	17,685	1.90	18,315	2.26	22,082	2.20	24,541	2.16	21,648	2.25	23,530	2.27	22,555	2.57	14,224	2.27	20,222	2.21
Washington	15,770	1.65	12,480	1.50	13,718	1.47	11,632	1.43	14,141	1.41	15,201	1.33	14,048	1.46	18,054	1.74	13,780	1.57	9,148	1.46	13,797	1.50
West Virginia	9,936	1.04	7,130	.86	9,724	1.05	7,929	0.98	11,052	1.10	11,558	1.01	10,451	1.09	12,082	1.17	9,019	1.03	6,639	1.06	9,552	1.04
Wisconsin	16,969	1.77	16,329	1.97	18,794	2.02	16,745	2.06	21,185	2.12	25,076	2.19	22,996	2.35	23,398	2.25	19,729	2.23	13,610	2.18	19,443	2.11
Wyoming	4,740	.49	4,190	.51	4,477	.48	4,440	0.55	5,069	.50	5,932	.52	4,567	.47	4,853	.47	3,492	.40	2,286	.37	4,405	.48
Dist. of Col.	2,606	.27	2,187	.26	2,728	.29	2,433	0.30	2,870	.29	3,109	.27	2,954	.31	3,987	.39	3,299	.38	2,180	.35	2,835	.31
TOTAL	957,001	100%	829,101	100%	930,312	100%	812,099	100%	1,003,850	100%	1,142,307	100%	961,961	100%	1,035,174	100%	879,132	100%	625,249	100%	917,619	100%

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New Passenger Car Sales by Makes in

Standing	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC STATES									EAST NORTH CENTRAL				
	Maine	New Hampshire	Vermont	Massa-chusetts	Rhode Island	Connecticut	New York	New Jersey	Pennsyl-vania	Delaware	Maryland	District of Columbia	Virginia	West Virginia	South Carolina	North Carolina	Georgia	Florida	Ohio	Illinois	Indiana	Michigan	Wisconsin
1	Chev. 7578	Chev. 5693	Chev. 3808	Ford 39227	Chev. 6945	Ford 21275	Chev. 127106	Chev. 50986	Chev. 95387	Chev. 5845	Chev. 29215	Chev. 7884	Ford 32012	Chev. 12046	Chev. 16513	Ford 34343	Chev. 38676	Chev. 50078	Ford 98113	Chev. 100889	Chev. 51721	Chev. 121580	Ford 31943
2	Ford 6564	Ford 4921	Ford 3142	Chev. 37062	Ford 6376	Chev. 21045	Ford 119719	Ford 49720	Ford 89868	Ford 5678	Ford 25802	Ford 6224	Chev. 30327	Ford 11633	Ford 15800	Chev. 32845	Ford 37277	Ford 48331	Chev. 92745	Ford 89207	Ford 50095	Ford 118578	Chev. 31882
3	Plym. 3286	Plym. 2139	Plym. 1583	Plym. 18092	Plym. 4008	Plym. 10687	Buick 69969	Buick 31062	Plym. 55534	Buick 2262	Plym. 13524	Plym. 4425	Plym. 13797	Plym. 6451	Buick 5168	Buick 11757	Pont. 11326	Buick 16707	Buick 48964	Buick 51913	Buick 24533	Buick 59170	Buick 17528
4	Buick 2427	Pont. 1853	Buick 1186	Buick 17121	Buick 2817	Buick 10222	Plym. 65864	Plym. 26315	Buick 49919	Plym. 2230	Buick 10761	Buick 3257	Buick 12616	Buick 5329	Plym. 5030	Plym. 10866	Buick 11161	Olds. 16256	Plym. 39824	Plym. 44466	Plym. 20283	Plym. 42528	Olds. 14209
5	Pont. 2166	Buick 1773	Pont. 996	Olds. 16995	Olds. 2790	Olds. 9095	Olds. 60512	Olds. 22352	Olds. 36777	Pont. 1605	Olds. 8722	Pont. 3112	Pont. 10516	Pont. 3923	Pont. 4519	Pont. 10344	Plym. 10478	Plym. 14313	Olds. 35996	Olds. 44294	Olds. 18319	Olds. 39645	Plym. 12139
6	Olds. 1648	Olds. 1505	Olds. 924	Pont. 12775	Pont. 2087	Pont. 7972	Pont. 45651	Pont. 17560	Pont. 33805	Olds. 1535	Pont. 8578	Olds. 3040	Olds. 10294	Olds. 3534	Olds. 4215	Olds. 10131	Olds. 9699	Pont. 13333	Pont. 34605	Pont. 32372	Pont. 17798	Pont. 36530	Pont. 10398
7	Merc. 1379	Merc. 1084	Merc. 623	Merc. 7538	Merc. 1513	Merc. 4942	Merc. 31476	Merc. 14240	Dodge 23638	Merc. 1026	Merc. 5274	Merc. 1433	Merc. 6283	Dodge 3431	Merc. 2544	Merc. 5995	Merc. 6600	Merc. 9676	Merc. 23476	Merc. 24758	Merc. 10673	Merc. 26739	Merc. 6773
8	Dodge 1280	Dodge 1001	Dodge 578	Dodge 6642	Dodge 1282	Dodge 4707	Dodge 28082	Dodge 11386	Merc. 21948	Dodge 863	Dodge 4992	Dodge 1314	Dodge 5200	Merc. 2529	Dodge 2073	Dodge 4421	Dodge 4608	Dodge 6132	Dodge 21701	Dodge 17015	Dodge 9628	Dodge 21334	Dodge 6123
9	Nash 685	Nash 563	Nash 395	Nash 4248	Chry. 845	Chry. 3347	Chry. 19951	Chry. 8184	Chry. 12460	Cad. 409	Chry. 2284	Cad. 869	Chry. 2900	Chry. 1436	DeSot. 828	Chry. 2695	Chry. 1931	Cad. 4931	Chry. 10392	Chry. 11049	Stud. 5752	Cad. 11315	Nash 5527
10	DeSot. 581	Chry. 462	Chry. 368	Chry. 4154	Nash 820	Nash 2273	Cad. 15741	Cad. 6448	DeSot. 10136	Chry. 387	DeSot. 2160	Chry. 807	DeSot. 2314	DeSot. 1004	Chry. 786	DeSot. 2030	Cad. 1861	Chry. 3747	DeSot. 8747	Cad. 11010	Chry. 4926	Chry. 9478	Chry. 3146
11	Chry. 577	Stud. 409	Stud. 277	DeSot. 3301	Cad. 743	Cad. 2243	DeSot. 13307	DeSot. 6351	Cad. 8350	DeSot. 318	Cad. 1798	DeSot. 691	Stud. 2110	Stud. 931	Cad. 718	Cad. 1907	Stud. 1800	Stud. 2376	Cad. 8424	Nash 7423	DeSot. 4460	DeSot. 7483	Cad. 2670
12	Stud. 566	Hud. 371	DeSot. 208	Cad. 3002	DeSot. 641	DeSot. 1750	Nash 9361	Stud. 3237	Nash 6114	Stud. 243	Stud. 1733	Stud. 353	Cad. 2057	Nash 766	Stud. 685	Stud. 1535	DeSot. 1286	DeSot. 2546	Nash 5259	DeSot. 7410	Cad. 3879	Nash 4843	DeSot. 2584
13	Cad. 411	DeSot. 360	Cad. 187	Stud. 1937	Stud. 530	Stud. 1602	Stud. 7257	Nash 3005	Stud. 6014	Nash 141	Nash 1113	Nash 328	Nash 1641	Cad. 650	Nash 360	Nash 1113	Nash 955	Nash 1696	Stud. 4983	Hud. 5765	Nash 3186	Stud. 3942	Hud. 1968
14	Hud. 340	Cad. 295	Pack. 90	Hud. 1385	Hud. 310	Pack. 1147	Pack. 5869	Pack. 2574	Pack. 4903	Linc. 127	Pack. 929	Pack. 301	Pack. 1007	Pack. 440	Hud. 308	Pack. 670	Pack. 642	Linc. 1224	Pack. 3868	Stud. 5722	Pack. 1637	Pack. 3417	Stud. 1892
15	Pack. 213	Pack. 166	Hud. 80	Pack. 1308	Pack. 267	Hud. 971	Linc. 3534	Linc. 1383	Hud. 2992	Pack. 120	Hud. 576	Linc. 147	Hud. 867	Hud. 395	Pack. 234	Hud. 566	Linc. 434	Pack. 1219	Hud. 2369	Pack. 3579	Hud. 1435	Linc. 2385	Pack. 1147
16	Linc. 130	Linc. 136	Linc. 45	Linc. 846	Linc. 172	Linc. 563	Hud. 3426	Hud. 1382	Linc. 2112	Hud. 20	Linc. 455	Hud. 142	Linc. 522	Linc. 207	Linc. 190	Linc. 490	Hud. 213	Hud. 1012	Linc. 2165	Linc. 2445	Linc. 938	Hud. 2039	Linc. 656
17	Willys 56	Willys 30	Willys 16	Willys 115	Willys 25	Willys 83	Willys 616	Willys 164	Willys 1074	Willys 16	Willys 58	Willys 14	Willys 125	Willys 100	Willys 28	Willys 138	Willys 78	Willys 162	Willys 713	Willys 323	Willys 206	Willys 223	Willys 181
18	Kais. 7	Cont. 3	Kais. 2	Kais. 20	Cont. 3	Cont. 16	Kais. 164	Cont. 28	Kais. 83	Cont. 3	Cont. 8	Kais. 6	Kais. 23	Kais. 9	Cont. 4	Kais. 15	Kais. 24	Cont. 36	Kais. 92	Kais. 45	Kais. 21	Cont. 74	Kais. 35
19	Cont. 2	Kais. 3		Cont. 16	Kais. 2	Kais. 15	Cont. 47	Kais. 27	Cont. 39	Kais. 1	Kais. 7	Cont. 1	Cont. 6	Cont. 6	Kais. 4	Cont. 6	Cont. 2	Kais. 9	Cont. 37	Cont. 37	Cont. 16	Kais. 31	Cont. 7

New Passenger Car Sales by Months in

All adjustments made throughout the year have been incorporated in each month of these final figures. Compiled by Automotive News from R. L. Polk & Co. statistics.

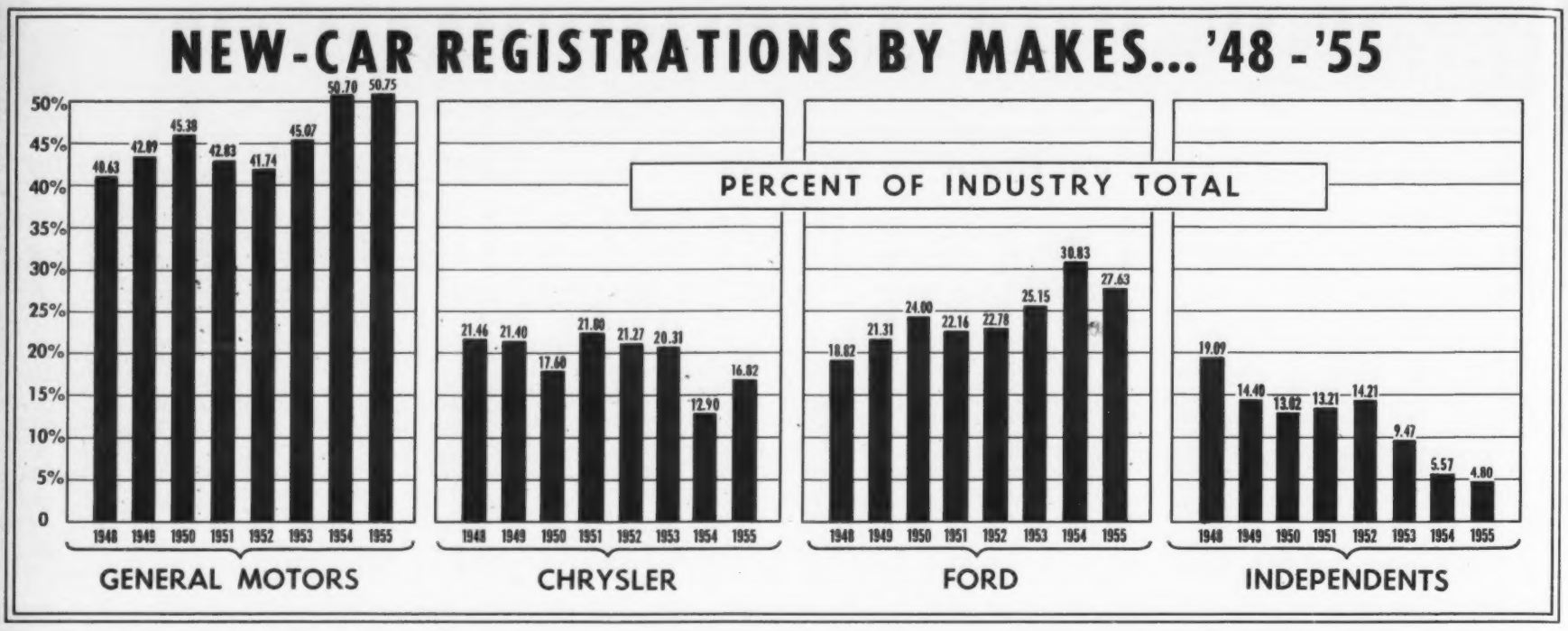
MONTH	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC									EAST NORTH CENTRAL					EAST SOUTH CENTRAL			
	Connecticut	Maine	Massachusetts	New Hampshire	Rhode Island	Vermont	New Jersey	New York	Pennsylvania	Delaware	Dist. of Col.	Florida	Georgia	Maryland	North Carolina	South Carolina	Virginia	West Virginia	Illinois	Indiana	Michigan	Ohio	Wisconsin	Alabama	Kentucky	Mississippi	Tennessee
January	6778	2028	12112	1263	2701	689	17304	40561	22094	1662	2121	13993	14305	7154	7188	4243	7900	2776	28791	14179	33046	25421	8474	5424	5351	3581	7629
February	5686	1199	13515	677	2517	730	13135	38480	29705	1505	2053	14123	12082	7793	9353	4282	9244	3205	35401	10038	40536	29990	8756	5893	5712	4676	8390
March	9680	1413	17754	1814	2401	1124	28865	63783	40250	2031	3065	15345	11986	11774	11271	4752	11068	3955	42149	24675	42749	44761	13022	9872	6688	5579	10801
April	10682	3568	18989	3504	3772	1784	22918	67613	42211	1321	3525	15776	6967	10092	10821	5002	12921	4822	43960	21598	46257	39320	12769	8139	7025	5628	8021
May	9901	4365	18593	2346	3195	1822	24686	54830	41644	1963	3353	15407	12864	11365	11325	5675	12079	4580	44100	24086	47345	40222	12620	8626	7405	5518	7990
June	9840	3061	14725	2724	2990	1815	22567	54813	47153	2710	3117	16495	18266	10823	11413	5922	12414	6385	45424	18520	46411	40854	13726	9858	7186	5176	11407
July	9322	3151	16970	1886	3325	1272	21266	61493	43949	1761	2866	14949	12220	10778	11392	5040	11476	5525	40336	19272	43844	40486	18451	8342	7900	3768	14485
August	9667	2422	14826	2172	2399	1446	22007	52961	47209	1711	3421	15121	13388	10782	11715	6272	14028	5271	40994	18897	49838	43418	14512	9306	9514	4227	11332
September	9133	3548	17386	2027	3315	1108	23637	54160	41780	1975	3090	17010	12342	11305	12950	4177	12105	5801	36314	20555	45716	40485	12814	7285	7664	5792	9617
October	9406	2201	13020	1654	2158	1077	21198	50937	36475	1950	2746	17065	9720	9679	11680	1969	10903	4566	36132	22026	35889	31304	12055	9256	6312	4988	11068
November	7490	1618	11241	1106	1854	898	18883	45222	28331	1929	2568	16149	9136	7497	9543	2984	9969	3527	26230	19605	34774	30370	9783	8217	5981	6486	8641
December	8294	1617	8541	1875	1910	888	22061	50006	42538	2422	2804	24035	6106	9525	13463	9899	11442	4538	41052	16500	46120	37131	14264	11433	9367	6388	9483
TOTAL	105879	30191	177672	23048	32537	14653	258527	634859	463339	22940	34729	195468	139382	118567	132114	60217	135549	54951	460883	229951	512525	443762	151246	101651	86105	61807	118864
PERCENT	1.48	.42	2.48	.32	.45	.20	3.61	8.85	6.46	.32	.48	2.73	1.94	1.65	1.84	.84	1.89	.77	6.43	3.21	7.15	6.19	2.11	1.42	1.20	.86	1.66

States and Geographical Divisions in 1955

	EAST SOUTH CENTRAL				WEST NORTH CENTRAL							WEST SOUTH CENTRAL				MOUNTAIN STATES								PACIFIC STATES		
Standing	Kentucky	Tennessee	Alabama	Mississippi	Minnesota	Iowa	Missouri	North Dakota	South Dakota	Nebraska	Kansas	Arkansas	Louisiana	Oklahoma	Texas	Montana	Idaho	Wyoming	Colorado	New Mexico	Arizona	Utah	Nevada	Washington	Oregon	California
1	Chev. 23517	Chev. 30608	Chev. 28473	Chev. 17144	Ford 31456	Chev. 28353	Chev. 43332	Chev. 5436	Chev. 5791	Ford 15113	Chev. 24987	Ford 13473	Ford 27675	Chev. 25049	Chev. 116765	Chev. 6651	Chev. 5374	Chev. 3643	Chev. 15406	Chev. 7664	Chev. 8990	Chev. 5497	Ford 2432	Chev. 19650	Chev. 19474	Chev. 134928
2	Ford 21410	Ford 29388	Ford 26524	Ford 15895	Chev. 30279	Ford 25722	Ford 41447	Ford 5314	Ford 5530	Chev. 13916	Ford 23315	Chev. 13020	Chev. 26737	Ford 22748	Ford 103226	Ford 6072	Ford 4607	Ford 3159	Ford 14353	Ford 6601	Ford 8723	Chev. 5497	Chev. 2141	Ford 18930	Ford 17314	Ford 131504
3	Buick 8549	Plym. 11179	Plym. 9257	Plym. 6386	Olds. 12186	Buick 9616	Plym. 19579	Plym. 2241	Buick 2366	Buick 6290	Pont. 8738	Plym. 4631	Plym. 8293	Buick 8932	Buick 41236	Plym. 2105	Buick 2538	Buick 1462	Buick 4927	Buick 3181	Buick 3691	Buick 3095	Olds. 1143	Buick 8655	Buick 7322	Buick 83158
4	Plym. 7336	Buick 10603	Buick 8667	Buick 4886	Buick 11760	Plym. 8974	Buick 15167	Olds. 1714	Plym. 2232	Plym. 4979	Buick 8618	Olds. 3804	Pont. 8236	Olds. 8081	Olds. 36660	Olds. 2071	Pont. 1948	Olds. 1309	Olds. 4760	Pont. 2620	Plym. 3195	Olds. 2558	Buick 1103	Plym. 7651	Olds. 6608	Olds. 52321
5	Olds. 6225	Olds. 10298	Pont. 7353	Pont. 4483	Plym. 10705	Olds. 8010	Pont. 14497	Buick 1545	Olds. 1799	Olds. 4302	Plym. 8002	Buick 3563	Olds. 8047	Pont. 7922	Pont. 34731	Buick 1937	Olds. 1864	Plym. 1059	Plym. 4592	Olds. 2344	Pont. 2466	Pont. 2322	Plym. 956	Olds. 6674	Pont. 6127	Pont. 50084
6	Pont. 5887	Pont. 8806	Olds. 6655	Olds. 3939	Pont. 8059	Pont. 7296	Olds. 14211	Merc. 1163	Pont. 1368	Pont. 3924	Olds. 7052	Pont. 3456	Buick 7390	Plym. 6556	Plym. 30402	Pont. 1901	Plym. 1859	Pont. 1020	Pont. 4332	Plym. 2098	Olds. 2393	Plym. 2153	Pont. 922	Pont. 6540	Plym. 5743	Plym. 47327
7	Merc. 3733	Merc. 5566	Merc. 4635	Merc. 2829	Merc. 6359	Merc. 5405	Merc. 9275	Pont. 1145	Merc. 1260	Merc. 3270	Merc. 5006	Merc. 2569	Merc. 4420	Merc. 5132	Merc. 23580	Merc. 1389	Merc. 1418	Merc. 896	Merc. 3528	Merc. 1822	Merc. 1814	Merc. 1602	Merc. 671	Dodge 4355	Merc. 4600	Merc. 47229
8	Dodge 3152	Dodge 4055	Dodge 3031	Dodge 2020	Dodge 4940	Dodge 4448	Dodge 5660	Dodge 1112	Dodge 1132	Dodge 2338	Dodge 3688	Dodge 1650	Dodge 3067	Dodge 2535	Dodge 11652	Dodge 1354	Dodge 1200	Dodge 601	Dodge 2454	Dodge 1102	Dodge 1548	Dodge 1204	Stud. 624	Merc. 4144	Dodge 3379	Dodge 24744
9	Chry. 1341	Chry. 1655	Chry. 1611	Cad. 828	Chry. 2716	Chry. 2406	DeSot. 3002	Chry. 561	Chry. 506	Chry. 1252	Chry. 1948	Chry. 656	Stud. 1578	Cad. 1583	Cad. 8108	Chry. 675	Chry. 670	Chry. 394	Chry. 1631	Chry. 670	Chry. 793	Chry. 684	Dodge 471	Nash 2305	Nash 1650	Cad. 17486
10	DeSot. 1032	Cad. 1449	Cad. 1150	Chry. 822	Cad. 2256	Cad. 1625	Chry. 2819	DeSot. 474	Stud. 400	Cad. 1009	Nash 1705	Cad. 634	Chry. 1443	Chry. 1215	Chry. 6461	Stud. 659	Stud. 617	Cad. 358	Cad. 1287	Cad. 556	Stud. 763	DeSot. 675	Cad. 366	Chry. 1932	Chry. 1632	Chry. 13379
11	Stud. 1000	DeSot. 1433	DeSot. 1038	DeSot. 787	Stud. 2220	Stud. 1611	Cad. 2716	Stud. 343	Nash 397	DeSot. 841	Cad. 1591	Stud. 566	Cad. 1385	Stud. 1172	Stud. 4780	Cad. 511	Cad. 474	DeSot. 310	Nash 1068	Stud. 495	Cad. 752	Cad. 580	Chry. 274	DeSot. 1824	Stud. 1531	Stud. 10922
12	Cad. 997	Stud, 1280	Stud. 1025	Stud. 742	DeSot. 2194	DeSot. 1475	Stud. 2381	Cad. 313	Cad. 375	Stud. 822	DeSot. 1290	DeSot. 507	DeSot. 1046	DeSot. 1155	DeSot. 4124	Nash 388	DeSot. 462	Pack. 160	Stud. 957	DeSot. 393	Nash 526	Nash 295	DeSot. 229	Stud. 1656	DeSot. 1519	DeSot. 9827
13	Nash 784	Nash 968	Nash 799	Nash 317	Nash 1472	Nash 1292	Nash 2047	Nash 269	DeSot. 307	Nash 550	Stud. 1289	Nash 338	Nash 671	Nash 879	Nash 2505	DeSot. 387	Nash 459	Stud. 152	DeSot. 949	Nash 276	DeSot. 486	Stud. 290	Pack. 213	Cad. 1305	Cad. 1426	Nash 9497
14	Pack. 434	Pack. 589	Hud. 442	Pack. 271	Pack. 1118	Pack. 697	Pack. 842	Pack. 192	Pack. 271	Pack. 424	Hud. 735	Hud. 273	Pack. 481	Pack. 403	Linc. 2075	Hud. 332	Hud. 313	Nash 144	Hud. 517	Pack. 229	Pack. 302	Pack. 187	Nash 125	Pack. 802	Hud. 873	Linc. 4745
15	Hud. 365	Hud. 406	Pack. 370	Linc. 202	Hud. 890	Hud. 634	Linc. 647	Hud. 109	Hud. 192	Hud. 244	Pack. 665	Pack. 185	Linc. 339	Linc. 392	Pack. 1620	Pack. 306	Pack. 210	Hud. 123	Pack. 463	Linc. 223	Hud. 260	Hud. 177	Linc. 80	Hud. 736	Linc. 532	Pack. 4449
16	Linc. 191	Linc. 327	Linc. 352	Hud. 181	Linc. 514	Linc. 428	Hud. 519	Linc. 97	Linc. 102	Linc. 236	Linc. 403	Linc. 176	Hud. 207	Hud. 359	Hud. 1161	Linc. 154	Linc. 157	Linc. 119	Linc. 402	Hud. 77	Linc. 199	Linc. 160	Hud. 65	Linc. 459	Pack. 473	Hud. 4090
17	Willys 69	Willys 73	Willys 29	Willys 28	Willys 90	Willys 59	Willys 103	Willys 15	Willys 47	Willys 49	Willys 69	Willys 34	Willys 52	Willys 37	Willys 150	Willys 28	Willys 38	Willys 26	Willys 23	Willys 21	Willys 32	Willys 19	Willys 4	Willys 79	Willys 80	Willys 469
18	Kais. 9	Kais. 3	Cont. 6	Kais. 7	Kais. 13	Kais. 14	Kais. 24	Kais. 3	Kais. 6	Kais. 6	Kais. 16	Kais. 4	Kais. 8	Cont. 9	Cont. 33	Kais. 6	Kais. 6		Cont. 6	Cont. 1	Kais. 11	Cont. 1	Kais. 1	Kais. 10	Kais. 7	Kais. 123
19	Cont. 1	Cont. 3	Kais. 1	Cont. 5	Cont. 6	Cont. 6	Cont. 6			Cont. 4	Cont. 8	Cont. 2	Cont. 6	Kais. 5	Kais. 24	Cont. 2	Cont. 2		Kais. 5	Kais. 1	Cont. 2	Kais. 1		Cont. 5	Cont. 4	Cont. 91

States and Geographical Divisions, 1955

MONTH	WEST NORTH CENTRAL						WEST SOUTH CENTRAL					MOUNTAIN STATES								PACIFIC STATES			TOTAL ALL STATES
	Iowa	Kansas	Minnesota	Missouri	Nebraska	North Dakota	South Dakota	Arkansas	Louisiana	Oklahoma	Texas	Arizona	Colorado	Idaho	Montana	Nevada	New Mexico	Utah	Wyoming	California	Oregon	Washington	
January	7347	5910	7700	10884	5699	1425	2054	4997	5882	3438	22598	955	4126	1299	1295	494	1736	1258	1030	40905	4456	5768	440024
February	7721	4687	9166	12869	4618	1272	1917	4851	7493	7504	24363	1628	3560	1682	1680	798	1842	1778	1004	46986	5210	4949	476254
March	10014	10744	12330	15384	5961	1510	2868	4375	9051	6182	22476	2700	5851	1647	1929	836	1639	2524	1089	60549	6719	7452	636457
April	4965	9490	8803	14515	4812	1957	1931	4317	7439	7782	34246	2359	5500	2793	2193	981	2478	2341	1153	55869	5919	6788	627636
May	14813	10393	10189	17112	5014	1960	2205	4119	9405	7742	39675	2854	5117	2325	2225	1316	3442	2879	1657	60315	7955	9544	660161
June	10319	9054	11389	19062	4822	2228	1675	2571	9468	8494	52456	5514	5484	2569	2499	1307	2762	2524	1382	59270	9386	9067	679097
July	9302	8180	12525	14462	5661	1771	2201	6034	8746	8475	39063	2712	5427	2108	2668	1553	2230	2662	1375	56342	7693	8676	645391
August	10118	8672	14104	13353	5021	2065	2282	4186	9543	8663	37479	2698	6456	2178	2991	1676	3075	2519	1230	59289	7302	8544	652300
September	9449	8804	13049	17169	5581	2495	2044	3700	9811	8542	47157	3682	6317	2107	2718	944	2634	2530	1206	63349	5815	9614	651808
October	8386	8455	9791	17922	3508	1931	1921	5232	8396	8219	34117	2893	5497	1781	2458	583	2674	2080	1184	52110	8584	7484	572640
November	6410	7614	6071	13919	4996	1602	1940	3632	5930	7197	35262	3747	4281	1648	2384	834	2265	1675	1109	50236	4851	5651	503286
December	9450	7289	14306	12053	3933	1839	1074	1559	10101	12109	41039	5561	4309	2135	2005	745	3724	2492	1551	60672	7512	5694	624854
TOTAL	108294	99292	129423	178704	59626	22055	24112	49573	101265	94347	429931	37303	61925	24272	27045	12067	30501	27262	14970	665892	81402	89231	7169908
PERCENT	1.51	1.38	1.81	2.49	.83	.31	.34	.69	1.41	1.32	6.00	.52	.86	.34	.38	.17	.43	.38	.21	9.29	1.13	1.24	100.00



Percentage of Car Makes to Total Registrations, 1947-1955

	1947		1948		1949		1950		1951		1952		1953		1954		1955	
	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total
Buick	246,115	7.77	244,762	7.01	372,425	7.70	535,807	8.47	392,285	7.75	310,806	7.47	454,320	7.92	513,497	9.28	737,879	10.29
Cadillac	53,379	1.69	59,379	1.70	80,880	1.67	101,825	1.61	97,093	1.92	87,806	2.11	98,612	1.72	110,328	1.99	141,038	1.97
Chevrolet	640,709	20.23	709,609	20.33	1,031,466	21.32	1,420,399	22.45	1,067,042	21.08	852,542	20.50	1,342,480	23.39	1,417,453	25.61	1,640,681	22.88
Oldsmobile	180,078	5.69	175,531	5.03	269,351	5.57	372,519	5.89	273,472	5.40	218,189	5.25	305,593	5.32	407,150	7.35	589,515	8.22
Pontiac	206,411	6.52	228,939	6.56	321,033	6.63	440,528	6.96	337,821	6.68	266,351	6.41	385,692	6.72	358,167	6.47	530,007	7.39
General Motors Total	1,326,692	41.90	1,418,220	40.63	2,075,155	42.89	2,871,078	45.38	2,167,713	42.83	1,735,694	41.74	2,586,697	45.07	2,806,595	50.70	3,639,120	50.75
GM Total—Except Chev.	685,983	21.67	708,611	20.30	1,043,689	21.57	1,450,679	22.93	1,100,671	21.75	883,152	21.24	1,244,217	21.68	1,389,142	25.09	1,998,439	27.87
																	606	.01
Ford	532,646	16.82	486,888	13.95	806,766	16.67	1,166,118	18.43	862,309	17.04	732,481	17.61	1,116,267	19.45	1,400,440	25.30	1,573,276	21.94
Lincoln	24,081	.76	32,638	.93	37,691	.78	34,318	.54	25,816	.51	29,110	.70	39,169	.68	36,251	.65	35,017	.49
Mercury	111,198	3.51	137,512	3.94	186,629	3.86	318,217	5.03	233,339	4.61	185,883	4.47	287,717	5.02	269,926	4.88	371,837	5.19
Ford Total	667,925	21.09	657,038	18.82	1,031,086	21.31	1,518,653	24.00	1,121,464	22.16	947,474	22.78	1,443,153	25.15	1,706,617	30.83	1,980,736	27.63
Ford Total—Except Ford Division	135,279	4.27	170,150	4.87	224,320	4.64	352,535	5.57	259,155	5.12	214,993	5.17	326,886	5.70	306,177	5.53	407,460	5.69
Chrysler	93,871	2.97	105,315	3.02	130,516	2.70	151,300	2.39	149,435	2.95	113,392	2.73	153,756	2.68	101,741	1.84	156,458	2.18
DeSoto	72,966	2.30	82,454	2.36	103,311	2.14	115,023	1.82	112,643	2.23	91,677	2.20	122,342	2.13	76,739	1.39	118,062	1.65
Dodge	209,552	6.62	213,923	6.12	273,530	5.65	300,104	4.74	298,603	5.90	246,464	5.93	288,812	5.03	154,789	2.80	284,323	3.96
Plymouth	313,118	9.87	347,174	9.96	527,915	10.91	547,367	8.65	542,649	10.72	433,134	10.41	600,447	10.47	381,078	6.88	647,352	9.03
Chrysler Total	689,507	21.76	748,866	21.46	1,035,272	21.40	1,113,794	17.60	1,103,330	21.80	884,667	21.27	1,165,357	20.31	714,347	12.91	1,206,195	16.82
Chrysler Total—Except Plymouth	376,389	11.89	401,692	11.50	507,357	10.49	566,427	8.95	560,681	11.08	451,533	10.86	564,910	9.84	333,269	6.03	558,843	7.79
Packard	47,875	1.51	77,843	2.22	97,771	2.02	73,155	1.15	66,999	1.32	66,346	1.59	71,079	1.24	38,396	.69	52,103	.73
Studebaker	102,123	3.22	143,120	4.10	199,460	4.12	268,229	4.24	205,514	4.06	157,902	3.80	161,257	2.81	95,914	1.73	95,761	1.33
Packard-Stude. Total	149,998	4.73	220,963	6.32	297,231	6.14	341,384	5.39	272,513	5.38	224,248	5.39	232,336	4.05	134,310	2.42	147,864	2.06
Hudson	83,344	2.63	109,497	3.14	137,907	2.85	134,219	2.12	96,847	1.91	78,509	1.89	66,797	1.16	35,824	.65	43,212	.60
Nash	102,808	3.25	104,156	2.98	135,328	2.80	175,722	2.79	140,035	2.78	142,520	3.43	137,507	2.40	82,729	1.49	93,541	1.31
American Motors Total	186,152	5.88	213,653	6.12	273,235	5.65	309,941	4.91	236,882	4.69	221,029	5.32	204,304	3.56	118,553	2.14	136,753	1.91
Frazer	51,158	1.60	57,994	1.66	15,827	.33	11,884	.19	.....	1.02	28,718	.69	10,710	.18	1,123	.02	.....	.....
Henry J	.....	.....	.....	.....	.....	.....	14,339	.22	51,372	.....	.....	.....	.....	.....	.....	.....	.....	.....
Kaiser	55,571	1.76	108,367	3.10	57,995	1.20	85,832	1.36	52,286	1.03	41,022	.99	22,825	.40	8,889	.16	959	.01
Willys	23,400	.74	21,408	.61	28,576	.59	33,926	.54	26,049	.51	41,016	.99	42,433	.74	17,002	.31	6,267	.09
Kaiser-Willys Total	130,129	4.10	187,769	5.37	102,398	2.12	145,981	2.31	129,707	2.56	110,756	2.67	75,968	1.32	27,014	.49	7,226	.10
Miscellaneous	16,828	.54	44,443	1.28	23,965	.49	25,607	.41	29,294	.58	34,526	.83	31,174	.54	28,028	.51	52,014	.73
GRAND TOTAL—U. S.	3,167,231	100%	3,490,952	100%	4,838,342	100%	6,326,438	100%	5,060,903	100%	4,158,394	100%	5,738,989	100%	5,535,464	100%	7,169,908	100%

Percentage of Truck Makes to Total Registrations, 1947-1955

MAKE	1947		1948		1949		1950		1951		1952		1953		1954		1955	
	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total
Autocar	4,334	.49	2,770	.27	1,655	.17	2,072	.18	2,112	.21	1,595	.20	1,713	.18	1,041	.13	....	....
Brockway	4,255	.48	2,958	.29	1,626	.17	2,384	.21	2,182	.22	1,752	.21	2,080	.22	1,340	.16	1,144	.12
Chevrolet	235,803	26.82	302,219	29.20	345,519	35.92	414,496	36.29	350,344	34.90	272,249	33.52	327,960	35.25	293,079	35.35	329,791	34.46
Crosley	.....	.....	2,411	.23	871	.09	422	.04	434	.04	243	.03	32	.00	....	....	....	....
Diamond T	10,475	1.19	10,657	1.03	5,172	.54	5,675	.50	4,508	.45	3,420	.42	3,398	.37	2,701	.32	3,697	.39
Divco	4,893	.56	5,618	.54	3,577	.37	4,309	.38	3,752	.37	2,752	.34	2,569	.28	....	....	....	....
Dodge	126,736	14.41	114,431	11.06	116,956	12.16	99,716	8.73	106,600	10.63	102,129	12.57	82,345	8.85	60,658	7.32	66,208	6.92
Federal	6,020	.68	4,026	.38	1,225	.13	1,469	.13	1,008	.10	841	.10	986	.10	....	....	....	....
Ford	186,414	21.20	225,729	21.80	202,179	21.02	315,912	27.66	250,802	24.98	179,523	22.11	266,027	28.60	267,799	32.30	295,900	30.92
FWD	1,195	.14	811	.08	337	.03	323	.03	501	.05	543	.07	359	.04	....	....	....	....
GMC	49,187	5.59	74,857	7.23	80,407	8.36	97,200	8.51	100,285	9.99	79,612	9.80	82,296	8.85	66,644	8.04	84,877	8.87
Hudson	2,534	.29	117	.01	.....	.....	.....	.....	.....	.....	.....	.....	....	....	....	....	....	....
International	113,151	12.87	125,203	12.09	91,164	9.48	97,818	8.56	95,184	9.48	92,788	11.42	95,404	10.25	84,222	10.16	100,441	10.49
Kenworth	.....	.....	478	.05	392	.04	673	.06	668	.07	705	.09	747	.08	....	....	....	....
Mack	10,917	1.24	9,795	.95	6,866	.71	9,908	.87	9,794	.98	7,138	.88	6,890	.74	6,098	.73	10,932	1.14
Pontiac	.....	.....	.....	.....	775	.08	1,362	.11	908	.09	541	.07	468	.05	....	....	....	....
Reo	12,911	1.47	10,773	1.04	4,003	.42	3,876	.34	3,427	.34	3,393	.42	3,498	.38	2,283	.28	3,121	.33
Sterling	576	.07	411	.04	229	.02	354	.03	334	.03	250	.03	....	....	....	....	....	....
Studebaker	41,861	4.76	50,657	4.89	55,099	5.73	45,881	4.01	32,675	3.25	28,985	3.57	22,473	2.42	10,193	1.23	10,817	1.13
White	13,086	1.49	11,603	1.12	8,318	.86	12,050	1.05	12,260	1.22	10,858	1.34	12,261	1.32	10,340	1.25	14,372	1.50
Willys	49,819	5.68	76,484	7.39	32,765	3.41	24,640	2.16	24,292	2.42	20,356	2.51	17,712	1.90	17,523	2.11	27,252	2.85
Miscellaneous	4,965	.57	3,166	.31	2,826	.29	1,767	.15	1,780	.18	2,426	.30	1,094	.12	5,180	.62	8,449	.88
TOTAL	879,132	100%	1,035,174	100%	961,961	100%	1,142,307	100%	1,003,850	100%	812,099	100%	930,312	100%	829,101	100%	957,001	100%

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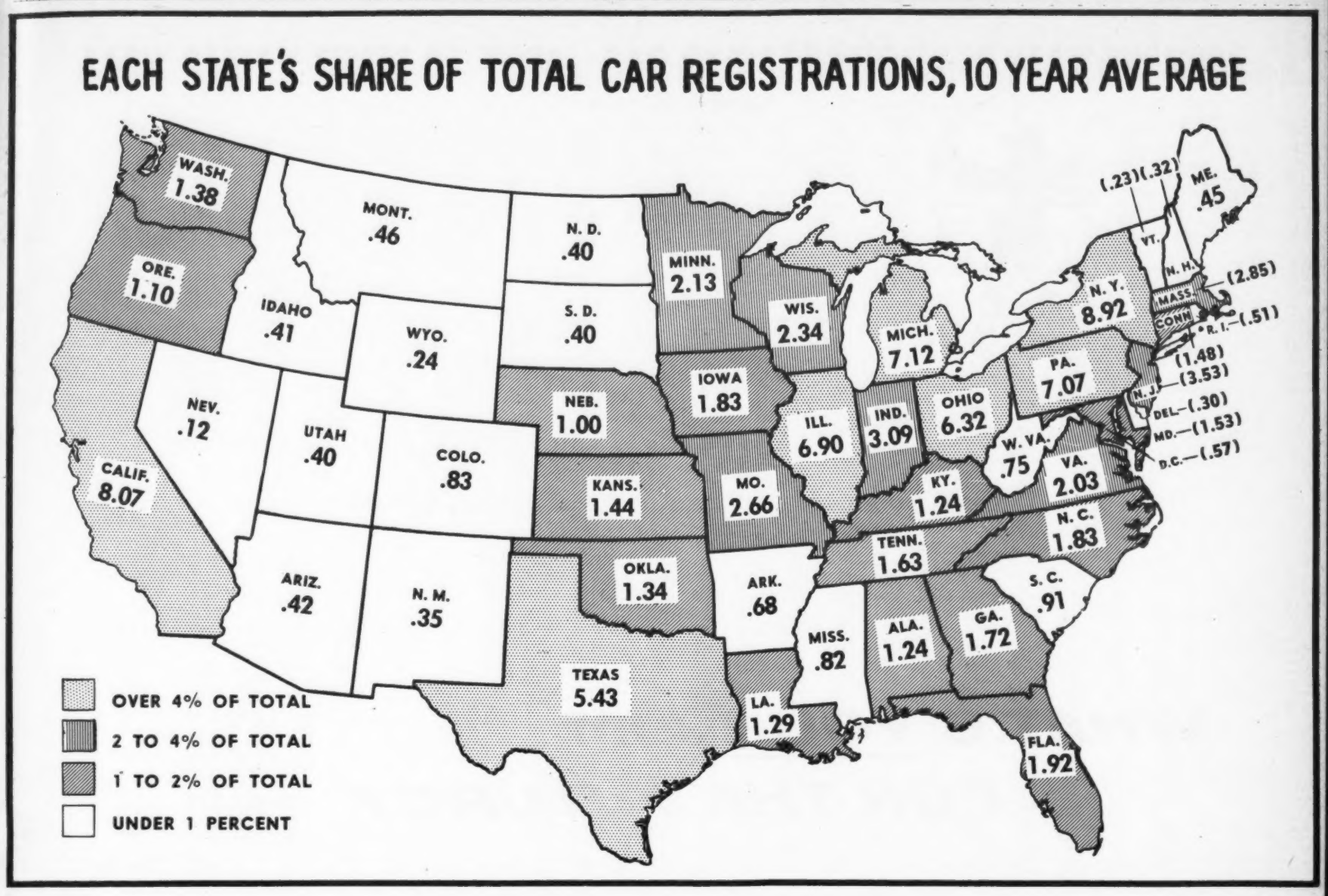

New Passenger Car Registrations, 1942-1955 Showing Percentage Of Each State to Total Registration

STATES	1955 Regis-trations	% of Total	1954 Regis-trations	% of Total	1953 Regis-trations	% of Total	1952 Regis-trations	% of Total	1951 Regis-trations	% of Total	1950 Regis-trations	% of Total	1949 Regis-trations	% of Total	1948 Regis-trations	% of Total	1947 Regis-trations	% of Total	1946 Regis-trations	% of Total	% of 10-Year Average	Av. % over 10 Yrs.
Alabama	101,651	1.42	72,893	1.32	71,078	1.24	51,074	1.23	64,420	1.27	79,156	1.25	58,273	1.20	40,432	1.16	35,508	1.12	21,850	1.21	59,634	1.24
Arizona	37,303	.52	24,999	.45	24,926	.43	18,791	.45	22,040	.44	26,570	.42	20,995	.43	12,994	.37	10,665	.34	5,711	.32	20,499	.42
Arkansas	49,573	.69	37,589	.68	41,599	.72	28,709	.69	37,534	.74	47,003	.74	34,030	.70	21,319	.61	19,786	.63	10,817	.60	32,796	.68
California	665,892	9.29	434,789	7.85	452,769	7.89	346,929	8.34	392,682	7.76	519,999	8.22	389,544	8.05	272,209	7.80	253,341	8.00	136,419	7.52	386,457	8.07
Colorado	61,925	.86	46,007	.83	44,558	.78	34,946	.84	43,172	.85	58,953	.93	42,770	.88	27,942	.80	25,958	.82	13,346	.74	39,958	.83
Connecticut	105,879	1.48	86,202	1.56	87,629	1.53	63,768	1.53	73,246	1.45	86,097	1.36	66,278	1.37	50,745	1.45	48,782	1.54	27,797	1.53	69,642	1.48
Delaware	22,940	.32	17,101	.31	18,498	.32	12,329	.30	15,277	.30	17,421	.28	14,655	.30	9,996	.29	8,846	.28	5,243	.28	14,231	.30
Florida	195,468	2.73	131,433	2.37	120,439	2.10	80,905	1.95	94,103	1.85	116,904	1.85	84,238	1.74	53,746	1.54	49,009	1.55	26,688	1.47	95,293	1.92
Georgia	139,382	1.94	98,437	1.78	94,643	1.65	72,240	1.74	93,854	1.85	113,923	1.80	80,886	1.67	59,703	1.65	53,432	1.68	25,102	1.39	83,160	1.72
Idaho	24,272	.34	19,187	.35	23,776	.41	18,735	.45	23,151	.46	27,355	.43	23,211	.48	14,554	.42	12,093	.38	6,106	.37	19,244	.41
Illinois	460,883	6.43	398,306	7.20	406,069	7.08	295,729	7.11	350,846	6.93	417,871	6.61	345,156	7.13	241,231	6.91	218,536	6.90	122,081	6.72	325,671	6.90
Indiana	229,951	3.21	172,344	3.11	182,962	3.19	122,339	2.94	159,446	3.15	200,112	3.16	148,027	3.08	101,128	2.90	97,223	3.10	55,679	3.07	147,001	3.09
Iowa	108,294	1.51	98,534	1.78	100,797	1.76	71,700	1.72	95,638	1.89	128,114	2.02	102,183	2.11	68,947	1.98	54,837	1.73	33,008	1.82	86,205	1.83
Kansas	99,292	1.38	86,826	1.57	83,127	1.45	63,172	1.52	76,047	1.50	91,572	1.45	74,760	1.55	48,970	1.40	40,864	1.29	23,635	1.30	68,827	1.44
Kentucky	86,105	1.20	66,927	1.21	72,423	1.26	51,716	1.24	62,832	1.24	78,897	1.25	61,597	1.27	43,082	1.23	38,144	1.22	23,291	1.28	58,501	1.24
Louisiana	101,265	1.41	83,500	1.51	77,655	1.35	53,850	1.29	59,212	1.17	81,231	1.28	65,820	1.36	44,925	1.29	35,525	1.12	19,747	1.08	62,273	1.29
Maine	30,191	.42	23,266	.42	24,283	.42	16,967	.41	22,467	.44	29,175	.46	23,140	.48	17,298	.51	15,690	.50	8,473	.47	21,095	.45
Maryland	118,567	1.65	87,142	1.57	89,494	1.56	66,831	1.61	78,073	1.54	93,227	1.47	69,985	1.45	52,762	1.52	48,034	1.52	26,309	1.45	73,042	1.53
Massachusetts	177,672	2.48	155,881	2.82	159,527	2.78	115,195	2.77	137,643	2.72	166,815	2.64	133,288	2.75	102,244	2.93	97,447	3.08	63,188	3.48	130,890	2.85
Michigan	512,525	7.15	375,625	6.79	423,454	7.38	287,842	6.92	343,779	6.79	430,321	6.80	321,421	6.64	250,853	7.19	246,973	7.80	141,115	7.77	333,391	7.12
Minnesota	129,423	1.81	116,696	2.11	123,661	2.15	91,598	2.20	112,416	2.22	153,203	2.42	107,435	2.22	76,781	2.20	60,567	1.91	37,325	2.05	100,911	2.13
Mississippi	61,807	.86	47,000	.85	45,176	.79	33,681	.81	42,386	.84	50,797	.80	40,163	.83	28,242	.81	26,382	.83	13,783	.76	38,942	.82
Missouri	178,704	2.49	147,737	2.67	159,971	2.79	96,788	2.33	140,397	2.77	174,394	2.76	131,269	2.71	93,266	2.68	84,905	2.68	49,606	2.74	125,704	2.66
Montana	27,045	.38	22,703	.41	24,869	.43	20,160	.48	24,735	.49	31,249	.50	23,681	.49	18,014	.52	15,300	.48	7,015	.39	21,477	.46
Nebraska	59,626	.83	53,216	.96	58,278	1.01	43,907	1.06	55,510	1.10	67,964	1.07	51,105	1.06	35,234	1.02	28,654	.92	16,786	.93	47,028	1.00
Nevada	12,067	.17	8,052	.14	7,846	.14	5,794	.14	6,173	.12	7,672	.12	6,607	.14	5,028	.14	4,597	.02	2,105	.12	6,594	.12
New Hampshire	23,048	.32	18,138	.33	17,680	.31	14,095	.34	16,226	.32	19,154	.30	15,162	.31	10,539	.30	10,790	.34	5,099	.28	14,993	.32
New Jersey	258,527	3.61	216,076	3.90	211,073	3.68	148,936	3.58	179,333	3.54	210,785	3.33	165,842	3.43	116,945	3.35	106,585	3.38	63,784	3.51	167,789	3.53
New Mexico	30,501	.43	22,508	.41	21,248	.37	15,462	.37	18,512	.37	23,289	.36	17,571	.36	10,897	.31	8,969	.28	4,685	.26	17,364	.35
New York	634,859	8.85	481,078	8.69	485,032	8.45	342,044	8.23	420,720	8.31	542,195	8.57	415,634	8.59	338,254	9.69	308,710	9.75	183,070	10.08	415,160	8.92
North Carolina	132,114	1.84	96,986	1.75	110,364	1.92	78,399	1.89	98,339	1.94	119,477	1.89	93,514	1.93	59,584	1.71	54,756	1.73	30,648	1.68	87,418	1.83
North Dakota	22,055	.31	21,654	.39	24,075	.42	18,091	.44	23,213	.46	27,549	.44	22,905	.47	13,359	.38	11,894	.38	6,046	.34	19,084	.40
Ohio	443,762	6.19	331,768	5.99	359,056	6.26	257,446	6.19	315,606	6.24	388,389	6.14	302,830	6.26	220,248	6.31	215,359	6.80	124,689	6.86	295,914	6.32
Oklahoma	94,347	1.32	76,428	1.38	78,336	1.36	55,962	1.35	69,112	1.37	90,591	1.43	65,563	1.36	44,942	1.29	39,119	1.24	24,510	1.35	63,891	1.34
Oregon	81,402	1.13	54,814	.99	60,858	1.06	51,215	1.23	58,446	1.15	72,261	1.14	55,212	1.14	39,655	1.14	34,121	1.08	17,520	.97	52,550	1.10
Pennsylvania	463,339	6.46	359,822	6.50	413,057	7.20	302,867	7.28	367,310	7.28	435,035	6.88	336,446	6.95	257,764	7.38	228,733	7.22	137,695	7.58	330,207	7.07
Rhode Island	32,537	.45	27,183	.49	27,728	.48	20,027	.48	24,516	.48	32,884	.52	24,463	.51	19,816	.57	18,261	.58	10,052	.53	23,747	.51
South Carolina	60,217	.84	47,052	.85	54,251	.95	37,789	.91	49,138	.97	58,073	.92	45,543	.95	30,599	.88	28,705	.92	16,635	.92	42,800	.91
South Dakota	24,112	.34	22,164	.40	21,598	.38	17,678	.43	22,403	.44	28,158	.45	22,215	.46	14,338	.41	10,808	.34	6,281	.34	18,975	.40
Tennessee	118,864	1.66	91,224	1.65	88,369	1.54	59,426	1.43	70,924	1.40	105,144	1.66	78,850	1.64	60,141	1.72	59,732	1.89	38,689	1.69	76,336	1.63
Texas	429,931	6.00	349,509	6.31	321,374	5.60	238,687	5.74	288,935	5.71	366,050	5.79	243,837	5.04	168,379	4.82	139,780	4.42	88,069	4.85	263,455	5.43
Utah	27,262	.38	19,366	.35	21,884	.38	18,190	.44	21,923	.43	27,670	.44	21,366	.44	13,874	.40	12,278	.39	6,280	.35	19,009	.40
Vermont	14,653	.20	11,926	.22	12,672	.22	8,818	.21	11,457	.23	13,554	.22	13,355	.28	8,991	.26	8,164	.26	4,167	.23	10,776	.23
Virginia	135,549	1.89	113,992	2.06	108,232	1.89	89,228	2.15	104,683	2.07	130,886	2.07	104,106	2.15	73,515	2.11	67,435	2.13	31,573	1.74	95,920	2.03
Washington	89,231	1.24	63,579	1.15	68,202	1.19	56,449	1.36	70,792	1.40	91,061	1.44	74,241	1.54	54,109	1.55	47,711	1.51	25,565	1.40	64,094	1.38
West Virginia	54,951	.77	39,154	.71	43,875	.76	32,631	.78	41,345	.82	45,807	.72	36,293	.75	25,098	.72	22,882	.72	13,432	.74	35,547	.75
Wisconsin	151,246	2.11	120,572	2.18	132,309	2.31	97,225	2.34	121,821	2.41	151,161	2.39	120,845	2.50	84,224	2.41	71,116	2.25	44,608	2.46	109,513	2.34
Wyoming	14,970	.21	12,910	.23	13,317	.23	11,104	.26	12,837	.25	17,804	.28	12,023	.25	8,766	.25	7,049	.22	3,834	.21	11,461	.24
District of Columbia	34,729	.48	25,169	.45	24,892	.43	20,930	.50	26,233	.53	33,466	.53	29,209	.60	25,270	.72	23,186	.73	14,048	.77	25,713	.57
TOTAL	7,169,908	100%	5,535,464	100%	5,738,989	100%	4,158,394	100%	5,060,903	100%	6,326,438	100%	4,838,342	100%	3,490,952	100%	3,167,231	100%	1,816,196	100%	4,730,182	100%

WHAT'S YOUR AIM FOR THE FUTURE?

There are three types of men who will read and respond to this message. First, there are qualified dealers who are not satisfied with their present outlook. Second, there are successful general managers of this type of business who seek greater opportunities. And third, we'll consider ambitious sales managers who are steeped in every phase of automobile sales and service. If you fit the picture . . . and if you have the vision and energy to work for a prosperous and secure future . . . we want to hear from you.

There are prosperous areas in every section of the country today that are ripe for Dodge dealerships. These openings will quickly be filled, but we're going to be "choosy" in doing so. Only those men who are ideally fitted to set up and aggressively conduct a fast-moving operation will be considered. But to those who qualify, Dodge will grant *one of four lucrative franchises.*

Many Dodge dealers boasted of 100 percent increases in sales during 1955, and our '56 line of 19 flair-fashioned models continues to hold that lively pace. So you see there's no reason for you to stay "stymied" if you've got the background we're looking for. It's simply a question of whether you'll make the kind of dealer who'll become a leader in his community and a credit to Dodge. *We're even prepared to ease your immediate financial problems if necessary.*

If you're one of the three types of individuals we've mentioned, why not sit down and write us today? Tell us all the things we should know in order to judge your capabilities. We'll keep it confidential. This can lead to an early meeting which may well be a turning point in your life. Address your letter to Byron J. Nichols, Vice-President in Charge of Sales, in care of—

DODGE DIVISION OF CHRYSLER CORPORATION

7900 Jos. Campau • Detroit 31, Michigan

Total Passenger Cars in Operation, Makes by Year Models

(As of July 1, 1955)

Make	July 1 Totals	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946	1945-1942	1941	1940	1939	1938	1937	Prior To 1937	Year Not Given
Buick	3749956	414941	423826	456016	282874	372960	613489	290643	183101	198678	103595	27954	132167	97055	47593	29973	32744	25090	17257
Cadillac	837333	88053	88531	98933	81894	97533	94482	82907	46259	49718	22256	8821	36233	14382	9621	4376	5649	3927	3758
Chevrolet	10971117	975703	1110913	1292010	794004	1168577	1311103	983215	663184	599570	338755	127668	537621	357132	221074	122110	144546	170380	53552
Chrysler	1250700	93508	94032	153764	87228	133638	161801	129461	97205	82236	55351	11825	63405	33229	17868	8935	10986	9990	6238
DeSoto	955724	68467	71536	121811	80103	93602	123561	100988	74924	62752	46201	8406	37978	24225	14367	6894	9333	6318	4258
Dodge	2550148	160167	152303	290088	212402	252809	322004	274301	195613	194842	122844	28852	93978	77999	48735	22304	41122	46194	13591
Ford	8935668	907793	1097597	1169518	627549	936998	1137285	975282	220232	342432	340401	81344	282773	207574	111267	45653	69695	343496	38779
Frazer	99791	.....	.....	.....	.....	8649	1689	17896	34257	35761	.....	.....	.....	.....	.....	.....	.....	.....	1539
Henry J	96805	.....	871	12897	19519	61311	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2207
Hudson	782374	20047	42300	59798	63573	115687	109371	133054	82306	51547	42803	7371	17907	12100	5456	2797	5507	5990	4760
Kaiser	356033	483	6758	26560	30685	117563	16579	58792	62314	33171	.....	.....	.....	.....	.....	.....	.....	.....	3128
Lincoln	264325	17274	33640	37443	24782	28551	25859	57218	5985	10472	6396	1504	4522	3586	2238	1143	1258	946	1508
Mercury	1950415	186318	242075	289637	160564	282964	273870	256128	42863	66350	58655	9332	33666	24391	13380	.....	.....	.....	10222
Nash	1108260	44392	77905	114872	132772	200949	150955	108834	88165	70054	54911	7136	18493	11346	6258	3871	6502	5002	5843
Oldsmobile	2712417	323252	338037	313905	197900	262556	375258	257326	146787	146310	78944	18664	90413	58733	29428	13837	25406	23026	12635
Packard	632558	24380	28788	82679	57324	87555	63532	79077	70087	30212	20697	9577	21243	20787	9384	5932	10765	6590	3949
Plymouth	4848213	379802	386996	573302	337985	526952	543640	521350	316030	289740	186641	56492	240138	158014	97595	49160	71273	85186	27917
Pontiac	3143186	325402	277596	393761	250783	341181	416930	279984	212010	185223	101833	30335	123103	74368	40450	18722	34055	21410	16040
Studebaker	1479289	67456	68615	145998	158594	229145	299939	115678	148780	111568	13893	14133	39538	22827	14539	5495	7585	7517	7989
Willys	363342	10589	16545	51558	40412	33246	35531	32443	46239	37116	26616	12584	6086	4645	1488	1223	2400	2314	2307
Miscellaneous	290316	27521	30178	38909	34026	34106	25575	17939	29603	9827	3025	1795	2659	2295	1985	1228	2250	9792	17603
TOTALS	47377970	4135548	4589042	5723459	3674973	5386532	6102453	4772516	2765944	2607579	1623817	463793	1781923	1204688	692726	343653	481076	773168	255080

—Compiled by R. L. Polk & Co.

Total Passenger Cars in Operation, States by Makes

As of July 1, 1955

STATE	Total	Buick	Cadillac	Chevrolet	Chrysler	DeSoto	Dodge	Ford	Frazer	Henry J	Hudson	Kaiser	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Willys	Misc.	STATE
Alabama	709147	45612	7921	208521	12184	8410	29408	166869	1117	1536	8538	3729	3231	29748	10778	29840	5812	67541	40668	18851	6549	2284	Alabama
Arizona	277742	21767	6076	64938	7786	5285	13421	53000	682	699	5458	2124	1891	11732	6703	14706	4296	26439	16083	10554	2362	1740	Arizona
Arkansas	342869	19724	3293	98223	5531	4871	15572	81007	608	881	3826	2211	1251	12956	5809	14248	2678	36587	19648	9210	3801	934	Arkansas
California	4821003	403243	146641	995342	145736	114725	248305	838398	10393	6310	88036	31626	38740	226267	112457	295530	72061	437301	309316	196728	39892	63956	California
Colorado	528127	40676	9589	127874	16000	8700	26243	96846	1223	608	12240	2990	3897	25045	13216	29368	6970	48672	31737	14929	8381	2923	Colorado
Connecticut	744195	63537	17334	147092	23395	16643	46689	114871	1114	2193	12899	5046	4697	30087	19333	47937	13936	80865	57389	23607	6974	8557	Connecticut
Delaware	141312	11908	2679	34182	3351	2398	7498	24192	294	68	2001	1569	930	4750	2593	9693	2009	13623	10392	5809	385	988	Delaware
District of Columbia	191878	16509	4951	37379	6458	4120	12631	28763	246	532	3353	1034	1351	7068	3513	12942	3257	26552	13628	5027	853	1711	District of Columbia
Florida	1161958	94183	34699	248166	32916	21536	60301	218493	2544	2846	19370	8300	10362	53475	24811	68543	18509	110721	71518	35221	13208	12226	Florida
Georgia	864316	57338	11584	232686	14349	10230	37201	222512	768	2080	8278	3454	3867	38460	11581	39516	7520	78552	54136	22341	3376	4487	Georgia
Idaho	210293	16857	3073	48604	5661	4175	10694	36223	797	286	5039	2009	1238	8993	6127	11487	2548	19079	12403	9459	4649	892	Idaho
Illinois	2797992	258647	55562	586265	78452	61144	158271	456458	7706	4169	65337	25076	16312	119809	84718	174622	40829	300018	188575	85758	17719	12545	Illinois
Indiana	1392868	113057	18631	330053	34705	28518	71513	246066	3457	2949	26166	11968	6537	48097	35682	77464	16661	147772	92130	68777	7557	5108	Indiana
Iowa	885273	59530	8323	235394	21134	13792	45952	187788	3289	846	12999	8782	3449	34938	19324	43402	8661	90460	52628	26950	5517	2115	Iowa
Kansas	726605	49590	7211	195845	16050	10764	34427	154599	2196	1433	13256	6308	3197	28844	18352	36009	7445	70022	44687	20957	3372	2041	Kansas
Kentucky	685489	47394	7085	195662	13942	9355	32152	144620	1440	1050	9193	4560	2144	22247	13119	33206	6930	68870	42352	18265	8173	3730	Kentucky
Louisiana	666655	43581	8748	179880	12566	9946	30329	149908	1098	1499	6527	4694	3040	26434	9864	31453	6324	68043	41815	21741	6021	3144	Louisiana
Maine	240075	18192	3238	58354	5520	4857	13869	40624	441	830	5022	1732	1071	8161	5940	13206	3060	26611	18046	6821	3210	1270	Maine
Maryland	656862	49630	8996	156774	17388	12955	37942	113639	1077	2260	11796	5024	3529	23629	15475	33930	10128	78583	44684	20762	4605	4056	Maryland
Massachusetts	1367631	111599	24651	275307	37518	33724	81329	228923	1969	2963	22609	8112	7406	51531	40246	100626	18601	158802	103031	39389	9282	10013	Massachusetts
Michigan	2447118	208117	37186	537961	53603	43794	122103	546910	4654	5177	43452	20838	14150	109333	56661	142423	29464	226182	169022	54495	13129	7664	Michigan
Minnesota	1041685	74039	11678	257845	28007	19195	49302	216886	3030	1442	17189	10669	4134	40171	24664	54058	13532	108892	62986	35734	5550	2682	Minnesota
Mississippi	380548	24683	3923	108552	7405	4589	14467	94185	532	881	3396	1899	1472	14749	5627	14717	2957	39076	22260	10251	3332	1395	Mississippi
Missouri	1226044	81371	14716	334062	26559	22595	57763	241613	2716	2062	15342	8667	5072	48384	33105	61091	13715	139829	71907	32899	8805	3771	Missouri
Montana	199852	14118	2705	48847	5570	3382	10513	37774	579	304	4993	1636	1160	8270	4687	11508	2801	18886	10485	7991	3158	485	Montana
Nebraska	474663	31797	3988	128778	12146	6030	20235	112082	1365	613	5577	3710	1913	20128	8249	19917	4230	48319	27087	14406	3047	1046	Nebraska
Nevada	80633	6669	3201	14766	3053	1910	3956	13726	199	103	1444	476	883	3836	1748	5005	1493	7448	5334	3660	1011	692	Nevada
New Hampshire	153653	11373	1986	36812	3494	2702	8760	26847	233	464	3498	1052	764	5558	4492	8878	1954	15657	11658	4446	1970	1055	New Hampshire
New Jersey	1665051	146061	40068	332843	57556	40628	104094	246831	3192	4870	29804	13599	10214	75073	38235	102563	29162	177741	136208	50837	12403	13069	New Jersey
New Mexico	212077	15758	3604	54699	5438	3146	9744	40933	430	335	2917	1288	1432	10673	4163	10764	2417	18630	13094	7820	3289	1503	New Mexico
New York	3864225	361622	85653	736787	131990	108053	273186	549232	7939	9641	65234	31268	23613	156754	96365	270032	63739	419069	299145	110668	29797	34438	New York
North Carolina	1009886	65867	12363	274364	16995	14150	41405	256913	1521	2883	10577	5477	4013	39878	13719	49813	9561	91446	64910	25530	5152	3349	North Carolina
North Dakota	192328	11016	1348	52231	5041	3473	8413	45606	541	151	2327	1557	735	7230	3754	7846	1738	22025	9619	5575	1794	308	North Dakota
Ohio	2806334	238975	46552	607565	81338	64485	168254	495730	6311	6506	50086	25922	15427	116804	65793	166800	40513	290868	204538	80592	21479	11596	Ohio
Oklahoma	671779	47312	9102	184526	12533	10139	27714	160769	1080	695	7699	2857	3406	31047	11827	33597	5892	59336	41517	17538	1445	1748	Oklahoma
Oregon	604696	44912	9509	140193	17502	14241	31708	104369	1897	1230	11908	5614	3767	23988	17971	34152	8661	58079	38029	22988	9468	4510	Oregon
Pennsylvania	2991552	246313	45771	643085	94735	76517	190008	478143	5960	8317	51772	27753	15548	109695	76152	174049	54723	367335	198589	91375	23335	12377	Pennsylvania
Rhode Island	244207	18553	4913	52819	6846	5258	14287	41025	418	593	4079	1703	1249	8720	7362	16625	3300	28403	16909	7864	1368	1893	Rhode Island
South Carolina	534602	29929	5852	159817	7110	6205	20675	146816	476	1430	5908	1915	1886	19302	7371	24464	4610	44659	30330	11650	2038	2159	South Carolina
South Dakota	212824	13934	1635	56706	5031	3210	10840	46149	918	288	3159	2218	976	9405	4459	9769	2672	22290	11065	6476	1113	511	South Dakota
Tennessee	764412	53006	9058	214014	13373	10977	37060	168680	962	1637	8685	3714	2601	27009	13018	34499	7116	80410	47999	20532	6287	3775	Tennessee
Texas	2529603	180099	42041	674321	48596	30599	116886	579479	3140	3744	24129	10750	13840	120910	37492	135784	20854	227153	152717	74761	15495	16813	Texas
Utah	221673	18638	4347	48955	6509	5377	10871	38107	667	338	5633	2052	1476	10449	5564	13435	3074	18958	15288	8703	2660	572	Utah
Vermont	100561	8188	1131	23562	2658	1768	5910	16863	173	278	1502	764	354	2977	2881	5473	1616	11051	6974	2667	3148	623	Vermont
Virginia	857197	60296	10633	207602	19745	15267	42904	184670	1485	2640	13499	5779	4147	32050	14506	41412	10874	98508	53925	25190	6931	5134	Virginia
Washington	824716	60790	13089	183768	24932	20153	45644	145093	2504	1383	16573	8030	4553	29201	24789	49204	12408	84182	49675	32974	7899	7872	Washington
West Virginia	438945	31925	4608	113649	11777	7468	26582	81457	1053	1115	6677	3277	1915	14780	9487	20127	6338	52526	26933	11591	4164	1496	West Virginia
Wisconsin	1106592	92851	14800	258708	27052	22211	57665	195258	3082	1568	21091	10593	4566	37021	52236	70927	13403	106358	73216	35927	5423	2636	Wisconsin
Wyoming	108224	9170	1588	26739	3444	2054	5252	19723	275	79	2281	608	719	4749	2242	5757	1506	9754	6101	2993	2766	424	Wyoming
TOTAL	47377970	3749956	837333	10971117	1250700	955724	2550148	8935668	99791	96805	782374	356033	264325	1950415	1108260	2712417	632558	4848213	3143186	1479289	363342	290316	TOTAL

—Compiled by R. L. Polk & Co.

Total Trucks in Operation, States by Makes

As of July 1, 1955

STATE	Total	Autocar	Brockway	Chevrolet	Diamond T	Divco	Dodge-Plymouth	Federal	Ford	GMC	International	Mack	Pontiac	Reo	Studebaker	White-Sterling	Willys	Misc.	STATE
Alabama	178189	91	31	70263	273	265	17912	106	47361	15345	16105	1118	69	434	5080	1707	1516	513	Alabama
Arizona	76901	102	8	26713	169	194	8578	53	20242	6987	6506	254	62	324	2626	530	2874	679	Arizona
Arkansas	151598	8	1	58103	264	3	12336	59	43488	14392	12244	223	22	284	4619	625	1894	3033	Arkansas
California	743284	2706	109	240982	3701	3340	98894	710	191368	68694	62122	3802	2009	2977	23822	6761	13003	18284	California
Colorado	141559	192	3	49777	808	555	14072	162	36840	11847	15221	662	71	549	4438	898	4223	1241	Colorado
Connecticut	97840	606	527	28767	1198	1354	12494	606	23921	6581	11778	2144	83	719	3175	1025	1549	1313	Connecticut
Delaware	35460	220	38	11062	157	146	4091	28	8783	2216	3508	568	412	120	880	546	1046	1639	Delaware
District of Columbia	24097	213	82	7069	177	767	2759	79	5793	2433	2811	392	17	235	299	484	357	130	District of Columbia
Florida	216163	268	39	71863	1019	820	24425	207	61936	15064	18094	3101	118	1233	8440	2716	5343	1477	Florida
Georgia	223952	45	2	79588	448	149	22303	129	68311	15935	20255	1519	92	625	6943	1974	4059	1575	Georgia
Idaho	80027	51		26117	550	63	8530	137	18771	8039	10095	318	34	391	3806	337	2124	664	Idaho
Illinois	401014	829	44	129682	6240	2735	45850	543	97789	26417	60190	2405	249	2480	12411	5405	3621	4124	Illinois
Indiana	275657	220	75	87953	1431	1334	31406	296	70968	17686	37374	1031	198	1434	12376	3907	5151	2817	Indiana
Iowa	212494	32	4	74187	1496	492	21179	99	57267	11343	33350	651	68	770	6933	1167	2400	1056	Iowa
Kansas	223777	34	8	84256	1212	278	19677	225	60960	15784	27475	231	212	727	6578	1152	3918	1050	Kansas
Kentucky	171433	62	8	64487	706	300	17012	218	44712	13605	18381	585	159	684	5106	1114	3409	885	Kentucky
Louisiana	168491	57	7	61641	931	155	14449	70	50487	13558	16006	700	50	346	5855	1161	1895	923	Louisiana
Maine	63826	83	142	20663	176	237	6641	157	16550	5432	7288	1073	63	273	1997	493	1900	658	Maine
Maryland	107297	544	714	35725	394	820	14164	376	26356	7031	12645	1576	64	762	2569	1903	1059	596	Maryland
Massachusetts	169367	2524	1701	43345	1736	3078	20580	451	45852	10416	18333	4634	208	1681	4654	4771	2108	3295	Massachusetts
Michigan	294074	290	44	98433	1025	3190	35994	396	93885	19984	21329	1115	313	1864	7637	2036	4913	1626	Michigan
Minnesota	230138	139	7	73831	1495	749	23783	547	66354	13376	33160	1063	162	897	8400	1658	3036	1481	Minnesota
Mississippi	154385	9	2	60989	216	6	12692	41	43269	15626	13455	385	47	122	4443	431	2154	498	Mississippi
Missouri	259585	251	7	100905	1133	1196	26260	235	64201	21232	28648	969	78	874	7516	3418	1842	820	Missouri
Montana	84134	29	1	26710	568	62	7839	106	20620	6678	11753	183	32	361	3317	391	4722	762	Montana
Nebraska	143301	46	6	47345	1491	142	11580	134	39894	9623	20709	355	74	391	4994	1035	4280	1202	Nebraska
Nevada	21399	26		6110	101	14	2604	17	5692	2313	1918	94	13	45	930	76	970	476	Nevada
New Hampshire	31246	97	87	9552	107	191	3692	60	8353	2169	3096	901	49	298	809	291	1026	468	New Hampshire
New Jersey	203250	2053	3482	57515	2046	2870	24161	864	48348	16739	21690	6132	573	981	5143	4610	3470	2573	New Jersey
New Mexico	62509	38	1	26031	185	15	5610	29	14201	6463	5172	512	14	101	2269	441	903	524	New Mexico
New York	444090	4743	9289	115464	5808	4811	61098	1907	96058	33003	53277	16472	445	4249	11254	10457	8552	7203	New York
North Carolina	249828	251	43	97080	468	506	25250	165	68747	16637	18026	2734	131	557	8176	2719	6977	1361	North Carolina
North Dakota	90234	12	1	29478	493	38	8308	153	25503	5055	15819	119	12	247	3125	133	1366	372	North Dakota
Ohio	371333	884	158	114373	1823	3602	47060	840	99369	24050	45317	3022	267	2398	11306	8470	6287	2107	Ohio
Oklahoma	233872	118	4	85411	314	408	22029	133	67203	16865	24103	519	434	731	6415	1716	5717	1752	Oklahoma
Oregon	149707	255	295	44240	1160	354	18581	414	34489	14858	17367	1590	156	540	5131	1446	4416	4415	Oregon
Pennsylvania	447274	2674	4877	127802	3408	4034	63068	1123	106419	30829	55107	8681	558	3264	13068	9555	8408	4399	Pennsylvania
Rhode Island	33258	694	154	9327	296	578	4040	48	8957	1835	3957	705	26	208	912	620	444	457	Rhode Island
South Carolina	127974	94	12	50027	200	90	13468	56	36441	8849	9253	1223	95	294	3363	1355	2596	558	South Carolina
South Dakota	76698	7		23541	618	53	7806	85	19191	4797	13436	62	23	254	2761	181	3534	349	South Dakota
Tennessee	180059	43	13	68248	392	303	19218	204	46185	16095	17603	1321	52	368	5468	1934	1655	957	Tennessee
Texas	679990	494	15	261840	1508	1029	61787	194	196692	53533	57788	2341	250	1289	20114	6991	10815	3310	Texas
Utah	49689	26	1	16600	282	134	4940	92	12630	4698	5567	302	52	147	1587	373	1480	778	Utah
Vermont	23585	31	123	7119	103	41	2969	48	5744	2157	3038	288	8	153	678	84	647	354	Vermont
Virginia	186064	408	293	67635	568	784	20837	254	51909	12508	17258	1577	115	535	5608	2029	3022	724	Virginia
Washington	183221	134	9	53141	1135	640	24402	164	45301	16384	23699	1339	164	896	6035	1663	3987	4128	Washington
West Virginia	125864	176	360	40357	504	389	15709	317	31056	9984	11342	1077	98	617	3304	1273	8516	785	West Virginia
Wisconsin	216346	212	4	72928	1432	1223	21860	287	56174	13940	29638	831	178	1110	6241	2369	4774	3145	Wisconsin
Wyoming	46911	44		15891	333	19	4343	16	11141	4280	6000	150	18	104	1409	277	2605	281	Wyoming
TOTAL	9162444	23165	22831	3080166	52298	44556	1018340	13640	2421981	693365	998306	83049	8697	40943	284020	106708	176562	93817	TOTAL

—Compiled by R. L. Polk & Co.

Total Trucks in Operation, Makes by Year Models

(As of July 1, 1955)

Make	July 1 Totals	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946	1945	1944	1943	1942	1941	1940	1939	1938	1937	Prior To 1937	Year Not Given
Autocar	23165	.....	1127	1357	1365	1776	1543	1202	2015	3142	3176	1394	660	127	566	1097	567	490	271	321	583	386
Brockway	22831	682	1657	1889	1588	2088	2035	1260	2158	2786	2283	1153	542	41	125	791	415	360	209	204	402	163
Chevrolet	3080166	164329	252165	281933	251395	350065	370459	306555	265085	167826	199791	21198	8630	1661	52768	105021	74098	50424	32198	45977	64043	14545
Diamond T	52298	2128	2572	3089	3099	4039	4345	3698	7613	6808	2967	1637	684	138	696	1889	1519	1088	797	1097	2066	329
Divco	44556	1704	2600	2709	2843	4107	4483	3603	5650	5492	3944	1506	217	112	560	1945	1164	927	543	85	214	148
Dodge-Plymouth	1018340	37578	55021	83353	96042	87292	103289	101430	96769	92885	81115	12947	3990	1310	20189	40889	25809	20902	10403	16756	25316	5055
Federal	13640	48	300	597	634	855	880	667	2058	2767	1780	722	331	198	331	287	232	159	114	153	413	114
Ford	2421981	165966	205699	240680	187565	242986	289806	181923	195427	135885	125500	27690	9795	4801	37261	78674	53983	36585	22669	35008	132117	11961
GMC	693365	38268	51551	86068	72720	84433	97250	64183	62940	35395	17476	6851	3044	1524	11921	19096	12374	8043	3981	7949	4727	3571
International	998306	57652	78733	79125	93854	91435	80337	87946	101772	91350	62090	18238	8824	2379	15562	40290	24469	16982	13656	12125	16609	4878
Mack	83049	5038	6213	5995	6521	8737	7876	5274	6889	8914	2934	2993	1463	252	1136	3755	2332	1726	1028	860	2616	497
Pontiac	8697	.....	652	1214	871	1482	1653	1175	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1650
Reo	40943	1480	2101	3080	2820	2807	2556	2672	7349	5681	4578	1403	463	107	713	502	109	137	371	396	1311	307
White-Sterling	106708	6352	10180	10558	9947	11413	35590	68532	21296	30312	18253	1765	894	309	1174	2905	627	787	434	951	768	1254
Studebaker	284020	7277	5588	25358	27515	32431	10897	6220	8731	9536	6407	3855	1669	554	1578	2913	1209	758	604	831	1842	654
Willys	176562	7691	7807	13989	11156	20635	17283	19793	38552	17129	13101	1360	539	816	2154	1121	1028	344	409	355	454	846
Miscellaneous	93817	5648	5953	5987	6341	7206	6536	5938	7636	8766	6463	2307	1070	492	1581	2846	2224	1542	1238	1964	7273	4806
TOTALS	9162444	501841	689919	846981	776276	953787	1036818	862071	831940	624674	551858	107019	42815	14821	148315	304021	202159	141254	88925	125032	260754	51164

Title, License Plate, Sales and Use Tax Information Pertaining to Motor Vehicles in Various States

(As of March 1, 1956)

STATE	Certificate of Title	Disposition of License Plates	Sales Tax	Use Tax on Out of State New Car Purchase
Alabama	No	Accompany Vehicle	1%	1%
Arizona	Yes	Accompany Vehicle	2%	None
Arkansas	Yes	Accompany Vehicle	2%	2%
California	Yes	Accompany Vehicle	3%	3%
Colorado	Yes	Retained by Seller	2%	2%
Connecticut	No	Cancelled by Sale	3%	3%
Delaware	Yes	Accompany Vehicle#	None	None
District of Columbia	Yes	Retained by Seller	Excise 2%	Excise 2%
Florida	Yes	Accompany Vehicle	On Accessories	None
Georgia	No	Accompany Vehicle	3%	3%
Idaho	Yes	Accompany Vehicle	None	None
Illinois	Yes	Retained by Seller	2½% and ½% City	2½%
Indiana	Yes	Retained by Seller	None	None
Iowa	Yes	Accompany Vehicle	2½%	2%*
Kansas	Yes	Retained by Seller	2%	2%*
Kentucky	No	Accompany Vehicle	Use 3%	3%
Louisiana	Yes	Accompany Vehicle	Use 2% and 1% City	2%*
Maine	No	Retained by Seller	2%	2%
Maryland	Yes	Retained by Seller	Excise 2%	Excise 2%
Massachusetts	No	Retained by Seller	None	None
Michigan	Yes	Accompany Vehicle	3%	3%
Minnesota	No	Accompany Vehicle	None	None
Mississippi	No	Accompany Vehicle	2%	2%
Missouri	Yes	Retained by Seller	2%	2%
Montana	Yes	Accompany Vehicle	⅜ to 1½%	⅜ to 1½%
Nebraska	Yes	Retained by Seller	None	None
Nevada	Yes	Accompany Vehicle	2%	2%
New Hampshire	No	Retained by Seller	None	None
New Jersey	Yes	Retained by Seller	None	None
New Mexico	Yes	Accompany Vehicle	Excise 1%	Excise 1%
New York	No	Retained by Seller	None	None
North Carolina	Yes	Accompany Vehicle	1% (Max. $80)	1% (Max. $80)
North Dakota	Yes	Accompany Vehicle	2%	2%
Ohio	Yes	Retained by Seller	3%	3%
Oklahoma	Yes	Accompany Vehicle	Excise 2%	Excise 2%
Oregon	Yes	Accompany Vehicle	None	None
Pennsylvania	Yes	Retained by Seller	1%	1%
Rhode Island	No	Retained by Seller	2%	2%
South Carolina	No	Accompany Vehicle	3%	3%
South Dakota	Yes	Accompany Vehicle	3%	3%
Tennessee	Yes	Retained by Seller	3%	3%
Texas	Yes	Accompany Vehicle	1 1/10 %	1 1/10 %
Utah	Yes	Cancelled by Sale	2%	2%*
Vermont	No	Retained by Seller	None	None
Virginia	Yes	Retained by Seller	None	None
Washington	Yes	Accompany Vehicle	3⅓%	3⅓%
West Virginia	Yes	Retained by Seller	Privilege 2%	Privilege 2%
Wisconsin	Yes	Retained by Seller	None	None
Wyoming	Yes	Retained by Seller	2%	2%

Or seller may retain same plate—fee $5.

* Use Tax not required if equivalent Sales Tax was paid in State of Purchase.

Compiled by the Chicago Automobile Trade Association.

Canadian Sales and Excise Taxes

Remitted to the Federal Government by the Canadian Automobile Industry—1955

	Sales Tax	Excise Tax	Total
January	$ 5,432,632	$ 6,475,143	$ 11,907,775
February	6,749,177	8,377,735	15,126,912
March	7,237,021	8,948,971	16,185,992
April	8,071,552	7,684,336	15,755,888
May	12,151,612	9,528,318	21,679,930
June	10,620,406	8,017,877	18,638,283
July	9,424,992	6,962,053	16,387,045
August	6,670,124	4,737,614	11,407,738
September	5,094,265	3,777,621	8,871,886
October	6,928,916	5,208,657	12,137,573
November	6,522,630	5,211,037	11,733,667
December	6,767,973	5,589,100	12,357,073
12 Months Total—1955	$91,671,300	$80,518,462	$172,189,762
12 Months Total—1954	$66,130,363	$71,690,685	$137,821,048
12 Months Total—1953	$80,090,750	$82,674,380	$162,765,130

Employes, Payroll, Dealers

	Employes	Payroll	Dealers
January	27,215	$ 9,937,678	4,841
February	38,924	12,331,780	4,857
March	41,467	14,878,908	4,832
April	42,552	15,904,138	4,859
May	42,907	15,500,212	4,891
June	42,408	14,773,537	4,854
July	41,673	15,493,195	4,885
August	34,266	10,152,494	4,876
September	35,922	11,180,574	4,914
October	32,518	11,971,963	4,894
November	33,082	11,009,886	4,832
December	33,748	10,496,482	4,712
12 Months Total—1955		$153,630,847	
12 Months Total—1954		$124,698,619	
12 Months Total—1953		$146,121,601	

Compiled by Canadian Automobile Chamber of Commerce, Inc., from reports of 8 manufacturers—Feb. 1, 1956.

NEW-MODEL Announcements

Model Year

	1950	1951	1952	1953	1954	1955	1956
Buick	Jan. 2 1950	Jan. 22 1951	Jan. 21 1952	Jan. 20 1953	Jan. 8 1954	Nov. 19 1954	Nov. 4 1955
Cadillac	Jan. 23 1950	Dec. 18 1950	Jan. 21 1952	Jan. 12 1953	Jan. 20 1954	Nov. 18 1954	Oct. 24 1955
Chevrolet	Jan. 9 1950	Dec. 11 1950	Jan. 21 1952	Jan. 12 1953	Dec. 18 1953	Oct. 28 1954	Nov. 4 1955
Chrysler	Jan. 9 1950	Feb. 12 1951	Dec. 17 1951	Nov. 3 1952	Oct. 29 1953	Nov. 17 1954	Oct. 20 1955
Clipper	*	*	*	*	*	*	Nov. 4 1955
Continental	*	*	*	*	*	*	Oct. 21 1955
DeSoto	Jan. 9 1950	Jan. 29 1951	Nov. 12 1951	Nov. 10 1952	Nov. 5 1953	Nov. 17 1954	Oct. 19 1955
Dodge	Dec. 26 1949	Jan. 22 1951	Nov. 10 1951	Oct. 23 1952	Oct. 7 1953	Nov. 17 1954	Oct. 7 1955
Ford	Nov. 21 1949	Nov. 27 1950	Feb. 4 1952	Dec. 15 1952	Jan. 6 1954	Nov. 12 1954	Sept. 23 1955
Hudson	Feb. 13 1950	Oct. 16 1950	Jan. 21 1952	Dec. 8 1952	Sept. 25 1953	Nov. 28 1954	Nov. 30 1955
Imperial	*	*	*	*	*	*	Oct. 20 1955
Lincoln	Jan. 30 1950	Nov. 20 1950	Feb. 4 1952	Dec. 1 1952	Dec. 3 1953	Nov. 23 1954	Sept. 8 1955
Mercury	Nov. 28 1949	Oct. 23 1950	Jan. 28 1952	Dec. 8 1952	Dec. 10 1953	Dec. 2 1954	Sept. 29 1955
Nash	Sept. 22 1949	Sept. 25 1950	Mar. 17 1952	Jan. 19 1953	Nov. 19 1953	Nov. 26 1954	Nov. 17 1955
Oldsmobile	Jan. 2 1950	Mar. 26 1951	Jan. 28 1952	Jan. 9 1953	Jan. 20 1954	Nov. 19 1954	Nov. 3 1955
Packard	Oct. 1 1949	Feb. 19 1951	Nov. 14 1951	Nov. 21 1952	Jan. 15 1954	Jan. 17 1955	Nov. 3 1955
Plymouth	Jan. 16 1950	Jan. 15 1951	Jan. 7 1952	Nov. 24 1952	Oct. 15 1953	Nov. 17 1954	Oct. 21 1955
Pontiac	Nov. 28 1949	Dec. 11 1950	Dec. 3 1951	Dec. 6 1952	Dec. 18 1953	Oct. 29 1954	Oct. 21 1955
Rambler	*	*	*	*	*	*	Dec. 15 1955
Studebaker	Mar. 20 1950	Oct. 23 1950	Dec. 31 1951	Jan. 26 1953	Nov. 23 1953	Oct. 6 1954	Nov. 22 1955

* No new models announced in these years.

DIELECTRIC **Bonded Interior Trim**

PIONEERED BY N.A.F.I.

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The luxurious appearance of Dielectric Bonded Interior Trim Helps sell automobiles.

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With the development of its Dielectric Process which permits the successful bonding and embossing of automobile door panels, seat cushions, backs and toppers, National Automotive Fibres, Inc. continues to lead the industry. In very few seconds, NAFI's Dielectric Process bonds the foundation, foam rubber or other padding, and fabric trim, in addition to attractively embossing the trim material . . . truly an economic process! RESULTS . . . Unlimited variety of fabrics, patterns, designs, colors to select for modern, luxurious interior styling of today's cars of tomorrow, at a cost manufacturers can well afford. Twenty-seven years of experience . . . over a half-million dollars worth of Dielectric equipment, with additional Dielectric presses now under construction . . . make NAFI the prime supplier of superior bonded fabrics which can economically and satisfactorily solve your automotive interior trim problems

NATIONAL AUTOMOTIVE FIBRES, INC.

The Industry's Largest and Most Diversified Supplier of Quality Automotive Interior Trim

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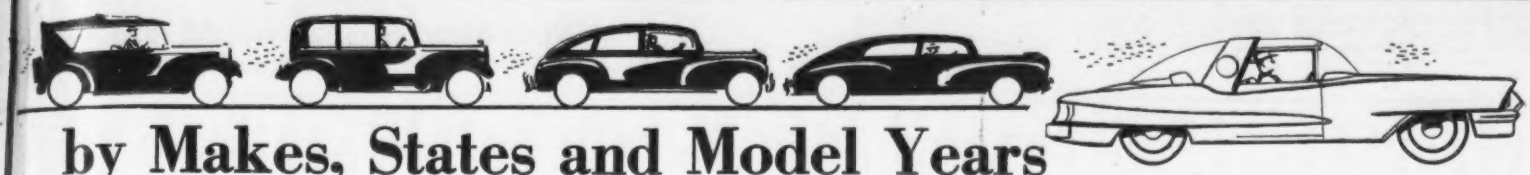
PLANTS: OAKLAND, CAL. • PACIFIC GROVE, CAL. • COHOES, N.Y. • TRENTON, N.J. • FINDLAY, OHIO • FOREST, OHIO • ORANGE, CAL.

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Buick July 1, Total	45612	21767	19724	403243	40676	63537	11908	16509	94183	57338	16857	258647	113057	59530	49590	47394	43581	18192	49630	111599	208117	74039	24683	81371	14118
'55	5019	1942	2036	46216	3061	5772	1177	1722	9856	6617	1628	29837	12782	5978	5050	4906	4424	1781	4196	11570	35691	7663	2722	9362	1218
'54	4913	1875	2144	36041	3519	6493	1164	1842	10450	6437	1689	34170	14176	6783	5816	4679	5061	1518	6452	11429	32912	7857	2717	8031	1524
'53	6403	2502	2816	36025	4043	6674	1385	1803	12283	8231	1946	36453	14327	6941	6331	5533	6170	1824	5438	12707	31832	9661	3263	9514	1724
'52	3463	1677	1817	24905	3110	4061	864	1099	7571	4963	1499	21194	8964	4363	4141	3399	3745	1222	3261	7474	16950	5729	2128	6067	1263
'51	4818	2206	2151	34956	4408	5781	1098	1547	9388	6367	1796	27877	11709	6246	5309	4678	4617	1577	3616	10247	19123	7591	2671	7832	1596
'50	8427	3779	3632	61230	8082	9671	1670	2717	16211	10296	2879	42841	18476	10765	8590	7740	8222	2754	4636	16193	28529	13125	4392	13317	2540
'49	2954	1643	1302	30808	3375	5329	777	1612	7317	3562	1303	20881	8808	4818	3741	3767	3396	1465	3156	9670	12385	5320	1714	6329	1049
'48	1876	1115	797	21675	2177	3390	529	906	4424	2337	784	11611	5643	2927	2190	2571	1762	1049	1911	6170	9101	3549	961	4133	652
'47	2173	1270	896	22729	2364	3929	584	843	4894	2514	853	12158	6379	3009	2445	2905	1940	1221	1740	7109	8019	3588	1197	4490	650
'46	1240	741	493	12794	1246	2005	335	452	2661	1246	469	5804	3034	1667	1228	1617	1093	672	740	3723	3774	1886	575	2363	370
'45-'42	390	289	114	5554	410	536	141	62	669	379	205	1168	681	436	367	495	324	164	138	895	661	593	221	751	131
'41	1643	1092	594	24629	1892	3075	508	376	3146	1697	732	5186	3065	1893	1715	2065	1249	800	849	4834	3296	2538	880	3513	490
'40	1072	669	429	17318	1134	2623	388	313	2340	1060	472	3836	2134	1456	1085	1348	746	868	880	4311	2469	1927	551	2451	371
'39	584	329	212	8152	564	1464	206	158	1021	517	191	1808	915	802	549	642	361	433	515	2018	1041	1042	322	1269	197
'38	219	218	105	6031	380	892	122	109	625	275	134	1178	575	485	322	322	173	286	346	1146	597	645	113	709	113
'37	213	233	105	7296	510	1047	100	85	579	234	165	1116	743	472	350	403	147	285	311	1185	822	696	113	737	131
Prior to '37	134	179	68	6770	381	776	83	42	402	204	93	791	540	447	313	242	91	264	319	877	498	602	95	496	99
Year Not Given	71	8	13	114	20	19	777	821	346	402	19	738	106	42	48	82	60	9	11126	41	417	27	48	7	
Cadillac July 1, Total	7921	6076	3293	146641	9589	17334	2679	4951	34699	11584	3073	55562	18631	8323	7211	7085	8748	3238	8996	24651	37186	11678	3923	14716	2705
'55	771	458	401	11093	874	1461	251	490	3219	1148	291	6738	2351	1051	1001	628	904	323	702	2179	8347	1438	509	1793	360
'54	758	527	411	12466	819	1487	250	516	3739	1131	348	7090	2252	979	914	617	989	256	1093	2153	5626	1251	461	1675	316
'53	896	669	467	14481	1024	1617	354	581	4209	1393	405	7940	2342	1057	966	763	1095	276	808	2542	5273	1402	533	1731	371
'52	789	645	350	13696	954	1405	254	445	3453	1154	350	5977	1900	824	749	672	899	247	635	1980	3758	1149	424	1348	305
'51	983	723	398	17067	1138	1843	294	553	4020	1477	425	6591	2153	1008	791	806	1096	315	652	2639	3609	1353	445	1661	339
'50	907	707	361	19994	1186	1763	256	544	3823	1222	378	5923	1846	940	791	767	1049	340	665	2717	2731	1239	443	1494	296
'49	861	604	326	15577	1095	1853	241	466	3829	1204	332	4985	1724	820	695	764	972	341	538	2592	2399	1136	355	1470	264
'48	426	336	125	8428	522	1192	134	303	2043	662	150	3035	1068	393	298	417	476	195	444	1528	1416	580	188	793	110
'47	486	396	164	8429	590	1326	128	326	2215	726	128	3036	1180	412	332	527	451	254	401	1900	1645	642	171	804	95
'46	214	174	57	4058	257	641	69	141	1049	330	45	1192	516	176	141	258	207	126	166	841	603	286	82	349	47
'45-'42	121	80	35	1984	136	252	33	43	356	135	30	386	143	76	57	100	101	44	28	343	194	144	46	167	18
'41	403	381	103	9160	497	1124	94	159	1418	503	88	1303	593	279	249	394	298	227	274	1526	749	482	137	745	76
'40	131	129	30	3344	172	494	61	82	527	165	31	507	231	89	67	157	85	122	118	663	328	228	45	276	34
'39	84	105	22	2409	122	330	50	50	296	110	30	325	129	83	62	92	49	72	80	442	207	144	31	162	33
'38	27	37	13	1280	49	162	10	20	138	40	10	131	59	36	37	36	27	44	28	188	96	63	17	78	11
'37	34	65	16	1704	95	238	28	19	127	49	15	141	85	47	32	56	18	32	39	270	85	80	13	104	14
Prior to '37	18	35	9	1422	56	134	14	6	97	39	14	111	43	45	18	21	16	21	30	133	57	56	12	65	15
Year Not Given	12	5	5	49	3	12	158	207	141	96	3	151	16	8	11	10	16	3	2295	15	63	5	11	1	1
Chev. July 1, Total	208521	64938	98223	995342	127874	147092	34182	37379	248166	232686	48604	586265	330053	235394	195845	195662	179880	58354	156774	275307	537961	257845	108552	334062	48847
'55	17852	5148	7541	80000	9901	11666	2700	4377	32212	22389	3505	65899	30403	18816	15127	13889	18504	5934	10557	27009	74599	19681	9686	28745	4128
'54	20618	5304	9395	72905	10592	14630	3640	5516	30745	25082	3566	75481	30771	22258	18054	15233	24197	4991	19604	29447	66934	23447	11741	28690	4489
'53	21589	6757	11021	95327	12146	17307	4738	5477	31477	27401	5026	82665	40648	24775	18882	18565	23662	6360	18604	33481	87428	28955	12214	32966	5457
'52	13436	4656	6969	62876	7906	10624	2891	3690	17977	16464	3425	46234	24358	14850	12648	12360	13982	4133	11046	20611	45132	17443	8252	21587	3709
'51	20219	6952	10326	96653	12349	16694	3555	4355	25383	24074	4958	66944	36611	23661	19496	19397	18727	5988	12714	31486	60745	26037	11060	33380	5428
'50	24482	7458	11776	116415	15138	18156	3533	4250	28939	27703	5688	68938	41766	26457	22277	22367	21926	6354	15078	32529	62623	28238	12119	36375	5919
'49	19289	6045	9106	86600	11629	13256	2525	2887	20344	19990	4803	50305	31271	21634	17510	19150	16079	5123	9777	24791	41041	21729	9347	29048	4342
'48	14850	3651	6369	55219	8583	8871	1653	1383	12254	14062	2920	32250	21238	15530	12709	13905	9859	3771	6578	16551	25629	15952	7110	21720	2917
'47	13433	3602	5831	49881	8400	7839	1331	1148	11679	12851	2867	27835	18923	14625	12253	13358	8852	3327	6131	14651	21985	14879	6498	19438	2666
'46	7820	2069	3452	31330	4672	4636	786	533	6395	7505	1685	14774	10367	7766	6705	7859	4795	2125	2305	8300	11346	8630	3770	10876	1412
'45-'42	3083	1152	1374	16474	2046	1616	379	119	2674	2926	849	4365	3528	3392	2998	3210	1890	724	604	2712	3123	3713	1494	4710	585
'41	12808	4226	5702	74714	8302	7504	1252	557	9981	11464	3145	17010	13665	12913	12737	14048	6364	2994	3311	12679	11735	14902	5601	20833	2496
'40	7649	2530	3625	45656	5021	5516	799	355	6930	7909	2070	11715	9242	8845	7400	8691	4193	2346	2826	8758	8766	10298	3784	15542	1682
'39	5079	1620	2473	28021	3594	3213	540	177	3695	4957	1269	7082	5209	6842	5194	5310	2638	1478	1574	5323	5104	6940	2265	10245	1137
'38	1713	1019	1033	19776	2065	1491	344	94	1840	1516	716	4138	3011	4079	3470	2439	1363	734	868	2052	2437	5346	1029	5976	527
'37	2331	1288	1054	25808	2432	1978	393	104	2058	2062	988	4336	4069	4044	3689	2833	1211	758	1021	2560	3992	4952	1102	6057	807
Prior to '37	2084	1422	1090	37392	3060	2062	397	102	2523	2466	1076	4742	4682	4791	4453	2757	1381	1168	1327	2234	3924	6603	1280	7860	1144
Year Not Given	186	39	86	295	38	33	2726	2255	1060	1865	48	1552	291	116	243	291	257	46	32849	133	1418	100	200	14	2
Chrysler July 1, Total	12184	7786	5531	145736	16000	23395	3351	6458	32916	14349	5661	78452	34705	21134	16050	13942	12566	5520	17388	37518	53603	28007	7405	26559	5570
'55	992	436	416	8009	1078	1873	206	442	2301	1160	402	6505	2767	1568	1086	869	898	407	838	2868	6368	1796	492	2004	409
'54	961	389	390	6059	1003	2105	220	540	2610	1085	337	7286	2611	1480	1079	767	1122	349	1392	2720	4845	1880	549	1629	394
'53	1531	801	712	12172	1488	2890	386	745	3894	1878	594	11240	4556	2346	1807	1558	1688	708	1886	4865	8688	3059	1048	2839	575
'52	901	562	391	9968	1063	1472	185	469	2468	1116	479	5770	2424	1394	1218	832	968	340	1345	2272	3819	1739	593	1677	411
'51	1338	788	588	15886	1747	2308	340	734	3714	1517	605	8956	3716	2377	1702	1407	1348	513	1636	3724	5891	3120	838	2822	617
'50	1545	958	767	18635	2163	2897	329	903	4344	1913	688	10666	4578	2924	2069	1735	1708	695	1582	4854	6566	3944	1007	3521	703
'49	1265	772	625	13237	1735	2263	288	729	3499	1391	587	8542	3771	2499	1973	1635	1337	562	1266	3858	5065	3266	740	3059	591
'48	1057	618	509	10464	1420	1552	212	508	2529	1398	474	6039	2766	1802	1475	1206	1183	488	998	3002	3923	2362	748	2313	434
'47	842	638	373	9634	1171	1452	223	332	2184	890	411	4802	2409	1585	1242	1115	854	391	671	2622	3228	2079	527	1916	397
'46	575	397	239	7301	746	1072	147	218	1540	512	275	3160	1626	920	667	721	464	282	485	1909	1774	1253	250	1194	219
'45-'42	96	121	48	2828	150	231	58	31	343	105	67	395	270	163	112	202	108	41	30	360	234	306	56	278	60
'41	487	610	219	14025	1007	1517	239	198	1629	621	298	2219	1306	846	686	761	412	276	517	1983	1263	1395	229	1394	329
'40	281	255	125	6211	478	732	95	93	810	296	169	1184	811	458	367	487	211	161	423	1066	802	717	143	807	153
'39	131	157	50	4008	268	391	69	34	399	164	70	563	355	250	207	250	115	98	209	580	433	347	72	460	88
'38	58	83	27	1955	108	203	32	26	173	57	65	275	175	134	106	123	50	61	102	287	144	202	21	210	49
'37	53	118	26	2579	179	199	45	21	197	73	72	352	251	157	128	130	37	80	94	332	216	274	33	226	68
Prior to '37	39	81	19	2727	182	222	19	14	171	62	61	257	238	214	106	103	32	57	106	184	200	253	40	208	73
Year Not Given	32	2	7	38	14	16	258	421	111	111	7	241	75	17	20	41	31	11	3808	32	144	15	19	2	
DeSoto July 1, Total	8410	5285	4871	114725	8700	16643	2398	4120	21536	10230	4175	61144	28518	13792	10764	9355	9946	4857	12955	33724	43794	19195	4589	22595	3382
'55	636	265	322	5684	534	930	157	391	1455	787	267	4387	2418	991	727	634	716	423	870	2244	4348	1493	443	1903	218
'54	619	280	330	4726	498	1194	160	402	1851	759	262	4800	2343	987	766	621	761	395	1068	2572	3956	1400	405	1494	276
'53	1085	462	760	10086	894	1933	265	528	2695	1352	471	8867	3992	1749	1253	1090	1546	626	1429	4258	7687	2519	671	2825	448
'52	722	468	524	7977	679	1259	190	344	1729	878	374	5688	2423	1208	931	683	1071	376	1053	2775	3965	1687	432	1861	313
'51	804	426	542	9689	797	1595	204	354	2031	972	372	6569	2741	1507	1143	872	1136	452	1157	3486	4536	2035	503	2361	336
'50	1080	648	818	13092	1216	2048	284	511	2797	1349	509	8631	3789	2012	1510	1189	1610	546	1091	4351	5459	2858	654	3133	440
'49	899	548	514	11935	980	1796	247	416	2320	975	498	7011	3104	1541	1196	1021	881	439	1059	3678	4417	1908	401	2295	378
'48	767	477	294	9671	698	1254	168	324	1686	1063	348	5036	2021	1066	852	795	755	401	850	2719	3309	1273	352	1631	247
'47	510	447	224	8742	616	1091	129	218	1555	694	269	3802	1745	919	700	695	507	380	562	2349	2369	1081	207	1267	201

(Continued on Page 68)



by Makes, States and Model Years

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Buick July 1, Total	31797	6669	11373	146061	15758	361622	65867	11016	238975	47312	44912	246313	18553	29929	13934	53006	180099	18638	8188	60296	60790	31925	92851	9170	3749956
'55	3056	524	1043	18351	2093	39322	6908	878	23752	4420	4096	27953	1789	3124	1179	5607	23648	1982	623	6100	3897	2205	9487	678	414941
'54	3783	597	1257	14963	1641	40507	6205	1224	29418	5990	3934	28509	2104	3079	1670	5784	22682	1438	807	7272	4909	3334	11993	1034	432826
'53	3938	712	1165	15339	2157	43418	9229	1539	29770	5972	4041	31702	1879	4224	1646	7230	25240	1922	967	7172	4970	3517	11259	1179	456016
'52	2567	533	799	9943	1433	26678	5265	1045	18110	3744	3265	19051	1057	2589	1077	4293	15802	1339	617	4853	4119	2234	6676	856	282874
'51	3550	695	1070	14150	1851	35729	7010	1389	24525	4598	4496	24622	1543	3097	1614	5784	19399	1916	769	6277	6079	2974	9535	1083	372960
'50	5716	1031	1699	23302	2930	57163	12422	1924	40109	8198	7532	38735	2853	5117	2670	9961	34136	3670	1245	9397	10632	5064	15542	1727	613489
'49	2322	550	992	12727	1044	30943	4621	791	20874	3800	3540	18938	1510	1894	1082	3925	11486	1591	653	5210	5265	2669	7049	686	290643
'48	1426	359	639	7345	616	18827	2684	471	13097	2174	2313	11849	1001	1266	640	2263	7064	924	456	3230	3588	1683	4513	433	183101
'47	1466	439	669	8904	659	21357	3309	507	14284	2333	2766	12923	1208	1368	691	2473	7179	1132	481	3262	4098	2126	4728	417	198678
'46	740	208	388	4552	337	10984	1757	284	6990	1176	1601	6518	688	739	363	1369	3673	546	299	1785	2388	1275	2479	228	103595
'45-'42	275	96	79	884	99	1957	489	107	1222	423	686	1302	201	216	116	386	1046	208	48	325	991	351	596	77	27954
'41	1040	368	449	5026	368	11061	2503	318	6277	1617	2921	7698	885	1289	413	1717	3690	901	329	1992	4246	1695	3316	291	132167
'40	701	217	451	4235	244	9949	1620	232	4656	1084	1570	6411	801	892	277	971	2027	485	355	1474	2347	1290	2329	186	97055
'39	355	96	234	2113	111	4863	795	110	2113	641	722	3362	429	442	158	499	948	219	185	773	1130	662	1237	84	47593
'38	253	72	127	1451	64	3318	445	60	1210	367	474	2145	205	242	99	231	596	125	122	463	653	340	733	58	29973
'37	286	94	152	1473	57	3162	369	62	1497	399	581	2534	217	208	108	224	478	146	120	400	870	328	821	80	32744
Prior to '37	306	70	149	1134	44	2155	228	70	937	304	361	1671	172	130	121	142	482	93	112	285	519	175	553	71	25090
Year Not Given	17	8	11	169	10	229	8	5	134	72	13	390	11	13	10	147	523	1		26	89	3	5	2	17257
Cadillac July 1, Total	3988	3201	1986	40068	3604	85653	12363	1348	46552	9102	9509	45771	4913	5852	1635	9058	42041	4347	1131	10633	13089	4608	14800	1588	837333
'55	482	219	158	4182	412	9846	1148	213	4741	787	901	5105	516	423	192	839	4789	339	95	986	691	326	1727	155	88053
'54	524	270	210	4059	391	9168	1173	162	5135	1154	888	5050	472	499	197	917	5111	350	117	1283	885	478	1720	194	88531
'53	535	394	208	4566	440	10449	1549	208	5794	1116	1086	5605	504	684	199	1132	5668	476	105	1263	1293	512	1716	236	98933
'52	463	319	188	3832	395	8106	1244	184	4727	899	945	4481	421	587	183	998	4605	498	93	1131	1234	447	1365	187	81894
'51	483	418	218	4680	493	9595	1645	169	5541	1169	1119	5079	594	782	219	1237	5719	632	86	1227	1617	495	1729	208	97533
'50	392	438	221	4317	464	8843	1433	106	5095	1016	1214	4766	511	639	189	1007	5359	598	129	1198	1865	505	1617	178	94482
'49	386	331	192	3919	359	8099	1341	135	4586	937	1009	4367	516	715	193	901	4078	515	123	1044	1619	482	1446	171	82907
'48	170	156	114	2427	152	5038	617	53	2879	493	515	2563	281	297	70	497	1766	221	69	581	819	280	872	67	46259
'47	190	201	149	2772	162	5838	734	51	2944	442	474	2836	321	348	62	562	1793	199	76	648	844	334	902	72	49718
'46	77	88	83	1251	73	2605	301	8	1350	242	233	1190	129	165	25	223	787	104	35	293	438	142	364	25	22256
'45-'42	40	34	21	432	31	823	164	4	398	70	117	514	55	84	9	83	322	44	12	82	221	56	143	10	8321
'41	123	164	101	1604	113	3344	546	24	1688	388	453	1877	266	334	39	348	1162	181	66	463	769	255	618	45	36233
'40	34	56	45	773	50	1531	193	12	655	155	179	892	127	106	22	129	331	65	37	191	269	128	271	15	14382
'39	26	45	39	497	29	1008	134	9	421	93	150	567	87	91	11	86	222	53	33	113	178	66	135	9	9621
'38	18	17	16	202	15	451	62	3	169	44	68	229	36	35	4	26	83	20	13	44	89	37	54	4	4376
'37	21	22	14	290	12	548	51	4	242	43	84	367	37	34	9	32	57	28	24	50	140	51	73	10	5649
Prior to '37	18	23	9	210	10	286	27	2	158	41	70	201	37	26	9	17	66	24	18	31	93	14	48	2	3927
Year Not Given	6	6		55	3	75	1	1	29	13	4	82	3	3	3	24	123			5	25				3758
Chev. July 1, Total	128778	14766	36812	332843	54699	736787	274364	52231	607565	184526	140193	643085	52819	159817	56706	214014	674321	48955	23562	207602	183768	113649	258708	26739	10971117
'55	6961	1151	3366	32873	5680	72816	19248	3715	50477	10659	12044	55112	4331	9798	3077	17558	71211	3517	2218	12984	9619	5382	19629	2009	975703
'54	11382	1143	4115	35812	5229	88941	22422	4514	58359	20301	10217	67890	4951	12563	5140	21650	80871	3597	2404	23687	11884	9137	24769	2605	1110913
'53	12773	1753	4361	42083	6173	96968	30921	6082	78755	19300	12905	84954	5624	16309	5955	22118	81702	4992	2843	24152	16331	11670	27216	3142	1292010
'52	8720	1115	2606	25385	3771	59042	19253	3634	49382	12848	9311	52149	3615	9853	3645	14154	48646	3491	1816	15526	11944	7460	17293	2086	794004
'51	12654	1609	3830	38569	5739	86349	29650	5661	72412	17995	14090	74081	5693	15548	5722	21490	71320	5283	2634	21168	18957	10990	27095	2846	1168577
'50	14421	1706	4337	41080	6715	93211	34332	5659	80722	22201	15916	78805	6366	18467	6310	25631	83403	6204	2729	27263	22812	13119	29899	3291	1311103
'49	10932	1263	3326	31358	5167	67964	25217	4811	60967	16696	12835	59376	5059	14914	5005	20350	58235	4831	2190	19994	18102	10796	23809	2397	983215
'48	8824	779	2327	19815	3397	43291	17962	3451	39291	12286	7905	40439	3082	10836	3928	15036	38347	3117	1488	13851	11340	8487	16703	1668	663184
'47	8792	674	2025	17808	3294	36755	16864	3385	34376	11397	7762	33758	3053	10267	4242	13624	35682	2923	1326	12096	10822	7771	14996	1595	599570
'46	4877	417	1203	10248	1804	21356	9997	1857	18160	6276	4757	18604	1780	6060	2396	7493	19753	1660	772	6847	6545	4866	8296	818	338755
'45-'42	2228	264	297	2842	784	5251	3614	789	5169	2598	2537	4728	671	2462	950	2876	8145	776	194	1646	3588	1788	3366	365	127668
'41	8883	932	1460	12424	2653	22184	16596	2981	20158	11109	10675	24081	3168	12012	3466	12872	29001	3111	792	9433	15136	7597	14666	1288	537621
'40	5101	592	1200	9330	1577	17193	10609	1766	14343	7232	6440	17738	2179	8237	2060	7662	17054	2006	738	6913	8774	5559	9831	850	357132
'39	3835	372	807	4738	1026	9200	7126	1199	7763	4786	4010	10171	1395	5034	1579	4831	10158	1193	466	4307	5700	3285	6539	575	221074
'38	2363	269	374	2352	554	5047	3135	815	4111	2898	2433	5233	573	2073	973	1925	5905	665	287	2152	3063	1516	3995	323	122110
'37	2438	331	459	2555	574	4992	3945	746	6117	2600	3292	6793	627	2632	957	2143	5303	832	286	2649	4672	2200	5095	381	144546
Prior to '37	3511	370	696	3063	525	5726	3429	1113	6626	3129	3019	7072	623	2694	1219	2062	7295	756	377	2818	4230	2018	5497	492	170380
Year Not Given	83	26	23	508	37	501	44	53	377	215	45	2101	29	58	82	539	2290	1	2	116	249	8	14	8	53552
Chrysler July 1, Total	12146	3053	3494	57556	5438	131990	16995	5041	81338	12533	17502	94735	6866	7110	5031	13373	48596	6509	2658	19745	24932	11777	27052	3444	1250700
'55	646	150	288	5127	493	11722	1534	360	5332	588	1025	7702	549	543	281	1036	3999	443	202	1426	937	649	2071	215	93508
'54	823	155	283	5791	457	14073	1314	363	5731	753	798	7322	501	476	336	956	3788	308	229	1672	1112	909	1851	229	94032
'53	1331	392	489	7744	683	19860	2359	702	10650	1296	1481	11994	873	1007	597	1727	6276	692	414	2481	1926	1444	2968	424	153764
'52	903	255	256	3715	465	8757	1292	433	5732	970	1219	6319	418	567	330	950	4132	468	179	1662	1577	704	1736	313	87228
'51	1460	360	314	5742	640	13414	1761	610	9026	1260	1879	9278	661	687	559	1418	5783	741	275	2226	2853	1109	2955	395	133638
'50	1686	410	421	7049	688	15864	2062	708	11747	1681	2238	11900	895	803	645	1734	6737	896	310	2493	3529	1310	3832	469	161801
'49	1393	262	336	5932	583	12507	1652	615	9157	1504	1739	9967	664	686	674	1473	5334	742	246	2046	2580	1313	3107	394	129461
'48	1080	249	308	4199	395	9134	1140	408	6481	1208	1182	7096	505	560	483	1202	3933	542	212	1613	2266	980	2223	326	97205
'47	1002	220	242	3455	340	7677	1019	322	5720	1011	1152	6040	438	449	374	907	3210	504	179	1269	1746	874	1900	198	82236
'46	535	126	155	2515	187	5543	713	175	3842	620	884	4334	340	337	216	561	1847	267	95	822	1295	686	1185	125	55351
'45-'42	114	40	31	430	34	939	175	37	605	152	298	728	75	82	36	95	312	87	14	109	406	108	205	20	11825
'41	458	208	130	2492	228	5322	913	125	3215	624	1643	4900	366	410	194	595	1449	363	114	858	2225	689	1251	167	63405
'40	261	78	99	1527	101	3028	485	59	1767	368	763	2816	243	220	113	335	737	172	81	528	897	444	705	67	33229
'39	128	53	44	673	67	1592	265	31	766	177	467	1504	141	128	58	154	368	103	36	201	534	204	363	43	17868
'38	96	24	31	348	20	886	117	20	361	99	227	754	56	48	36	71	220	46	19	132	282	88	212	16	8935
'37	79	31	29	355	27	863	101	32	630	98	280	1087	86	44	42	72	158	82	14	97	416	161	246	16	10986
Prior to '37	137	35	33	360	22	681	83	38	500	107	224	840	50	54	53	52	186	53	39	89	314	104	242	26	9990
Year Not Given	14	5	5	102	8	128	10	3	76	17	3	154	5	9	4	35	127			21	37	1		1	6238
DeSoto July 1, Total	6030	1910	2702	40628	3146	108053	14150	3473	64485	10139	14241	76517	5258	6205	3210	10977	30599	5377	1768	15267	20153	7468	22211	2054	955724
'55	428	94	210	3777	252	7649	1256	293	4488	544	932	6131	427	542	176	869	2393	425	114	1235	832	446	1581	130	68467
'54	403	131	230	3743	224	10968	1064	347	5224	769	746	5649	368	463	188	858	2122	206	131	1316	1003	607	1702	149	71536
'53	657	252	345	5214	403	16242	2039	450	8146	1196	1435	10381	687	912	437	1590	4083	651	171	1843	1595	882	2443	266	121811
'52	551	156	203	3225	340	9539	1353	327	5186	1076	1076	6081	387	593	309	964	3288	398	136	1312	1455	509	1819	210	80103
'51	694	164	236	3850	301	11400	1429	396	6218	1211	1152	7176	482	625	380	1079	3471	458	162	1523	1725	607	2057	186	93602
'50	876	234	280	4952	473	13719	1960	523	8498	1436	1642	9838	722	822	491	1558	4588	671	221	1889	2530	814	2903	296	123561
'49	597	170	244	4363	292	10885	1442	368	7365	985	1577	8230	622	608	319	1107	3131	621	217	1614	2202	748	2597	227	100988
'48	466	145	256	2927	269	8148	925	280	5338	783	1038	5799	438	439	309	822	2260	420	150	1322	1686	628	1835	184	74924
'47	410	130	186	2635	196	6710	789	141	4751	641	1047	5052	312	342	214	656	1870	364	135	1006	1534	580	1653	119	62752

(Continued on Page 69)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 66)

		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
DeSoto	'46	402	327	179	6798	455	942	94	144	1125	468	195	2517	1271	656	511	516	329	230	353	1761	1571	864	150	1051	173
	'45-'42	108	103	43	2206	107	160	29	21	182	85	50	280	198	102	128	99	74	54	40	258	134	185	40	176	31
	'41	304	321	134	9426	455	860	112	77	844	339	220	1348	905	410	394	393	226	180	217	1397	778	676	121	919	110
	'40	222	181	75	4790	278	647	74	57	504	191	135	912	623	252	243	295	159	138	197	833	503	456	96	620	87
	'39	123	137	44	3309	179	384	47	25	305	130	77	441	354	140	133	163	77	76	116	499	237	255	50	485	39
	'38	36	58	21	1766	87	192	22	9	128	53	38	231	144	72	83	74	37	33	47	204	108	169	24	210	23
	'37	48	67	29	2510	142	226	37	12	142	45	46	292	227	93	104	120	23	63	53	245	183	209	19	235	33
	Prior to '37	33	68	14	2282	79	125	14	5	96	27	39	169	185	81	69	74	30	43	55	85	120	119	12	128	29
	Year Not Given	12	2	4	36	6	7	165	282	91	63	5	163	35	6	21	21	8	2	2738	10	114	8	9	1	
Dodge	July 1, Total	29408	13421	15572	248305	26243	46689	7498	12631	60301	37201	10694	158271	71513	45952	34427	32152	30329	13869	37942	81329	122103	49302	14667	57763	10513
	'55	1885	829	1018	13711	1376	2433	424	771	3581	2718	716	10068	5182	2984	2037	1887	1888	954	1901	4472	13734	3103	1027	3645	804
	'54	1847	705	985	10201	1467	3247	301	737	3482	2443	611	10175	4855	3025	2073	1802	1982	822	2314	4905	8361	2612	976	2458	843
	'53	3532	1403	1952	21323	2391	5687	967	1218	6975	4680	1122	19573	8417	4630	3610	3493	3617	1606	3693	9178	18565	5030	1880	6176	1156
	'52	2463	892	1487	15937	1911	3683	550	1179	5438	3383	844	15438	5551	3490	3112	2524	2646	1008	3178	6533	10941	4193	1387	4700	852
	'51	2813	1162	1624	20064	2306	4603	718	1308	5992	3742	1056	18411	6830	4767	3364	3070	2785	1202	3525	7774	12306	5157	1499	5274	1062
	'50	4046	1560	2245	24050	3665	5305	863	1786	7911	4956	1184	22004	9028	6474	4731	3695	4232	1550	3486	10023	14784	7271	1986	7404	1261
	'49	3197	1397	1655	22758	2625	4553	726	1327	6588	3807	1285	18227	7986	5901	3811	3480	3752	1349	2710	8645	11911	5505	1624	6382	1134
	'48	2307	926	1171	18064	1966	3507	596	1014	4483	3131	722	12780	5608	3258	2575	2554	2679	1186	2204	7061	8843	3545	1227	4505	722
	'47	2023	1030	952	18588	2052	3705	523	955	4848	2553	769	12135	5882	3267	2505	2671	2137	1181	1919	6708	8175	3533	909	4250	747
	'46	1385	642	679	13245	1300	2298	360	469	2902	1571	536	6944	3524	2067	1617	1729	1294	711	1011	4108	4777	2412	602	2876	459
	'45-'42	454	271	223	4952	413	534	107	70	700	412	182	1081	755	505	409	468	446	175	144	911	726	496	182	733	125
	'41	1041	744	458	16104	1281	1991	278	301	2367	1089	465	3214	2226	1507	1262	1266	873	563	808	3613	2748	1565	422	2307	373
	'40	1012	562	399	12204	1002	1656	212	210	1862	978	403	2925	1997	1228	1022	1220	770	502	723	2852	2292	1451	364	2410	270
	'39	565	372	256	9778	730	1032	148	132	1094	594	226	1607	1029	890	598	698	453	296	442	1798	1128	925	216	1623	169
	'38	222	167	103	4741	290	503	65	53	486	229	98	660	436	374	341	312	216	149	206	706	443	519	91	624	84
	'37	269	352	174	9172	666	1046	119	88	690	299	197	1307	1033	651	582	569	232	297	325	1163	1028	929	105	1083	173
	Prior to '37	306	401	171	13314	793	889	84	79	683	326	274	1280	1107	909	728	653	279	311	332	847	1003	1038	150	1306	279
	Year Not Given	41	6	20	99	9	17	457	934	219	290	4	442	67	25	50	61	48	7	9021	32	338	18	20	7	
Ford	July 1, Total	166869	53000	81007	838398	96846	114871	24192	28763	218493	222512	36223	456458	246066	187788	154599	144620	149908	40624	113639	228923	546910	216886	94185	241613	37774
	'55	16552	4817	7570	75603	8939	12242	2321	3709	30089	22434	2884	56296	27503	17064	13093	12590	17443	4562	9970	28081	74126	20919	8498	25052	3668
	'54	18611	5475	9744	80856	10114	16468	2613	4691	29290	24151	3269	66370	32877	21624	18371	15032	19773	4174	19132	30009	82494	22934	9738	27294	4464
	'53	18709	6260	9211	96482	10414	16420	3409	4482	27175	24395	4449	72226	33370	20606	17839	16022	19219	4749	14977	30769	96061	24551	10326	29066	5017
	'52	9690	3521	5099	52589	6203	8215	1825	2645	15109	13114	2685	36726	18156	11051	10301	8944	9947	2664	8699	16008	44966	13600	5681	16233	2651
	'51	17078	5531	8123	79462	9703	12295	2743	3065	21660	21944	3915	48367	27127	18103	15685	15823	14886	4065	8813	24070	57571	21013	9348	24061	3897
	'50	22210	6710	10390	98162	12143	13669	2812	3301	25815	27901	4472	58575	32008	24722	19512	19716	18761	4754	11292	28441	63537	26344	12104	30707	4464
	'49	19566	6193	8776	87371	11310	11623	2496	2621	22442	23352	4379	49794	28666	23954	17307	19112	16036	4346	6720	24264	50864	23295	10567	27441	4048
	'48	5295	1263	2399	19464	2575	2217	509	351	5105	7176	983	9017	5501	4909	3929	4242	4364	1152	2876	5372	9326	4935	3255	5928	900
	'47	7248	2169	3644	34424	4237	3632	762	524	7981	10139	1671	13237	8713	7143	6331	6704	5842	1724	2540	8426	15458	7457	4315	9502	1407
	'46	9076	2284	4332	29670	4607	3699	814	443	7703	12333	1527	12764	7805	7962	6353	6655	6864	2023	1233	8988	14009	9103	6027	9738	1443
	'45-'42	1968	751	1100	11145	1373	814	221	61	2143	2197	546	2515	1569	1911	1566	1712	1587	504	211	1881	2639	2421	1248	2414	413
	'41	6957	2178	3425	36792	3858	3621	652	307	6605	8936	1425	7561	5611	6909	6218	5501	4993	1551	1009	7653	8710	9823	4672	9366	1294
	'40	5119	1266	2178	26319	2841	2477	377	174	5060	9408	973	5457	4110	5036	4015	3559	3314	1091	705	5378	6540	6591	3204	6288	870
	'39	2320	706	1086	15823	1675	1384	245	123	2470	3659	559	3111	2324	3293	2288	1862	1806	598	557	2668	3739	4032	1400	3594	494
	'38	596	359	394	8627	737	643	147	56	1000	824	226	1271	1007	1417	1010	643	610	252	285	1027	1098	2176	445	1582	230
	'37	884	558	469	12703	1143	1064	229	74	1384	1266	403	1961	1831	1676	1534	997	640	357	323	1435	2725	3081	536	2289	408
	Prior to '37	4808	2932	2984	72635	4941	4345	549	240	6596	7432	1813	10021	7610	10293	9032	5250	3582	2022	1430	4298	11386	14531	2620	11032	2106
	Year Not Given	182	27	83	271	33	43	1468	1896	866	1851	44	1189	278	115	215	256	241	36	22867	155	1661	80	201	26	
Frazer	July 1, Total	1117	682	608	10393	1223	1114	294	246	2544	768	797	7706	3457	3289	2196	1440	1098	441	1077	1969	4654	3030	532	2716	579
	'51	84	55	32	596	83	131	22	14	210	55	35	756	288	214	172	79	104	42	10	183	442	378	22	210	32
	'50	20	10	11	204	16	13	5	6	44	12	12	113	46	36	52	36	10	10	73	37	65	45	8	24	11
	'49	218	124	142	1282	201	119	52	32	438	149	149	1474	721	682	416	284	247	88	105	266	957	653	126	477	113
	'48	375	232	212	3038	469	320	99	58	827	283	286	3056	1291	1559	903	481	385	112	185	572	1764	1105	218	1092	221
	'47	390	257	205	5047	446	506	106	89	973	257	309	2229	1034	779	644	544	341	184	230	895	1395	842	152	899	198
	Year Not Given	30	4	6	226	8	25	10	47	52	12	6	78	77	19	9	16	11	5	474	16	31	7	6	14	4
Henry J	July 1, Total	1536	699	881	6310	608	2193	68	532	2846	2080	286	4169	2949	846	1433	1050	1499	830	2260	2963	5177	1442	881	2062	304
	'54	8	4	2	102		14	3	7	48	45		32	17	16	22	26	21	18	29	39	37	9	7	34	
	'53	187	136	97	872	62	238	11	56	533	252	30	470	391	78	226	129	223	173	205	571	786	122	99	250	30
	'52	361	221	212	1150	94	409	10	119	490	409	60	798	541	152	305	219	343	157	485	682	940	263	181	464	67
	'51	935	336	563	3989	441	1491	41	279	1735	1323	193	2829	1922	580	876	651	876	472	873	1648	3339	1041	586	1271	205
	Year Not Given	43	2	7	197	11	41	3	71	40	51	3	40	78	20	4	25	36	10	668	23	75	7	8	43	2
Hudson	July 1, Total	8538	5458	3826	88036	12240	12899	2001	3353	19370	8278	5039	65337	26166	12999	13256	9193	6527	5022	11796	22609	43452	17189	3396	15342	4993
	'55	194	109	113	2097	271	428	7	58	496	91	155	3097	644	308	259	127	111	196	203	824	1073	397	105	211	161
	'54	381	176	212	2228	523	880	62	210	927	274	255	5488	1631	651	704	343	216	307	489	1404	2749	850	128	465	389
	'53	625	368	239	5293	683	1267	147	231	1355	583	424	6400	2001	718	889	561	455	355	895	1676	4304	1172	294	812	468
	'52	732	443	291	6892	963	1141	192	342	1494	677	467	5879	1920	625	1213	645	466	370	1331	1504	3425	1001	282	883	473
	'51	1128	804	566	11528	1894	1923	300	479	2744	1183	789	11478	4014	1767	2129	1124	826	580	1308	3071	6780	2365	426	1930	872
	'50	950	784	462	12633	2014	1343	222	485	2675	1063	583	10751	3940	1848	1675	1237	853	566	1133	2889	6524	3100	352	1775	654
	'49	1510	1000	845	13210	2938	1802	282	559	3425	1627	844	10493	4905	2853	2502	1905	1663	800	1384	3189	6271	3613	758	3604	844
	'48	1000	577	443	9861	927	1386	220	286	2080	937	440	4467	2427	1421	1336	1152	761	551	946	2599	4841	1743	413	1907	353
	'47	733	342	270	6269	543	824	151	155	1338	734	305	2874	1585	879	742	748	440	355	538	1899	2976	927	263	1286	209
	'46	640	321	184	5739	482	772	133	128	1208	495	289	2144	1337	776	665	676	350	319	322	1685	2191	823	198	1089	175
	'45-'42	108	95	22	1533	115	133	28	9	194	97	86	312	213	153	170	113	55	66	12	236	265	135	35	190	50
	'41	210	174	73	4094	222	362	51	30	474	180	132	636	479	311	287	205	101	203	72	637	681	309	46	426	95
	'40	146	97	44	2288	204	246	39	23	377	100	82	556	433	274	199	156	96	116	84	403	468	218	40	290	80
	'39	46	51	15	1102	113	103	11	8	154	61	40	187	142	103	114	60	49	65	50	214	178	110	10	152	31
	'38	27	17	6	574	66	52	9	5	82	25	29	67	90	60	84	25	20	20	32	65	84	74	8	60	14
	'37	48	50	19	967	142	127	9	7	141	56	56	140	146	101	146	41	33	77	42	163	259	145	12	124	38
	Prior to '37	48	48	17	1282	137	108	14	12	148	35	53	187	229	142	125	53	21	73	40	144	230	199	23	137	87
	Year Not Given	12	2	5	446	3	2	124	326	58	60	10	181	30	9	17	22	11	3	2915	7	153	8	3	1	
Kaiser	July 1, Total	3729	2124	2211	31626	2990	5046	1569	1034	8300	3454	2009	25076	11968	8782	6308	4560	4694	1732	5024	8112	20838	10689	1899	8667	1636
	'55	1	8	2	76	1	13	2	5	9	9	1	37	10	3	7	2	14	1	7	21	14	27	2		1
	'54	41	44	23	661	34	115	11	29	167	81	46	483	222	160	116	50	114	26	127	155	331	162	25	109	48
	'53	267	136	104	3610	177	466	108	72	544	355	129	1610	963	351	528	252	334	124	267	564	2022	612	105	409	128
	'52	341	204	153	3522	188	555	181	103	685	320	175	1802	966	408	478	274	387	159	581	688	1853	628	150	512	154
	'51	1078	691	723	9047	946	1864	595	299	2788	1146	608	8972	4014	2784	2003	1384	1536	513	511	2514	7966	3623	619	2450	470
	'50	141	76	97	1531	143	203	73	35	350	103	65	1056	495	468	297	207	181	107	592	368	587	661	81	382	56
	'49	692	343	487	3936	537	604	188	125	1433	535	358	4313	2108	1972	1074	806	968	360	479	1254	3037	2246	344	1763	283
	'48	673	359	415	4746	605	659	251	153	1329	507	400	4952	2202	2045	1271	961	762	223	772	1469	3590	1946	349	2082	301
	'47	459	255	194	4317	357	561	128	76	907	351	220	1682	909	566	525	594	373	213	279	1063	1351	734	214	936	194
	Year Not Given	36	8	13	180	2	6	32	137	88	47	7	169	79	25	9	30	25	6	1409	16	87	21	10	24	1
Lincoln	July 1, Total	3231	1891	1251	38740	3897	4697	930	1351	10362	3867	1238	16312	6537	3449	3197	2144	3040	1071	3529	7406	14150	4134	1472	5072	1160
	'55	212	102	97	2344	201	295	55	66	619	205	78	1183	437	245	196	104	208	88	133	490	1381	296	95	313	69

(Continued on Page 70)

by Makes, States and Model Years

(Continued from Page 67)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

		Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
DeSoto	'46	321	97	146	1932	136	4705	711	120	3422	468	768	3734	213	286	139	488	1291	307	106	831	1224	473	1118	83	46201
	'45-'42	43	28	24	267	23	542	98	24	405	108	233	495	33	67	14	86	244	72	9	88	332	92	168	18	8406
	'41	217	124	116	1310	86	2648	446	79	1956	379	1035	2795	202	235	76	349	736	327	79	483	1759	404	887	84	37978
	'40	105	53	90	1045	59	2029	292	46	1446	213	620	2242	149	112	61	255	457	174	57	344	835	297	639	37	24225
	'39	82	44	58	577	30	1267	176	20	780	117	367	1140	94	82	32	118	255	116	19	201	498	137	305	27	14367
	'38	51	22	31	233	24	583	56	15	328	76	157	581	25	22	17	53	121	48	19	98	232	85	139	9	6894
	'37	69	41	23	296	24	670	70	28	587	80	257	744	63	33	22	65	113	74	25	111	390	107	222	16	9333
	Prior to '37	54	23	22	202	12	286	44	15	300	46	155	385	33	21	25	29	87	45	15	41	294	49	141	13	6318
	Year Not Given	6	2	2	80	2	63		1	47	11	4	64	1	1	1	31	89		2	10	27	3	2		4258
Dodge	**July 1, Total**	**20235**	**3956**	**8760**	**104094**	**9744**	**273186**	**41405**	**8413**	**168254**	**27714**	**31708**	**190008**	**14287**	**20675**	**10840**	**37060**	**116886**	**10871**	**5910**	**42904**	**45644**	**26582**	**57665**	**5252**	**2550148**
	'55	1068	217	578	6559	820	14999	2583	670	10184	1104	1857	13956	831	1334	597	2324	6675	735	313	2492	1918	1598	3336	271	160167
	'54	1260	260	638	6368	642	18320	2449	658	11118	1431	1633	11709	826	1184	635	2224	6607	308	426	2660	2057	1766	3549	346	152303
	'53	1921	535	1115	10751	1175	34449	5038	985	20267	2514	2886	22392	1780	2556	1310	4678	14560	1182	879	4311	3726	2920	5690	594	290088
	'52	1566	322	681	8355	838	24443	3567	767	14007	2802	2043	15777	1028	1836	794	3339	11346	731	547	4028	2849	2104	4899	413	212402
	'51	2241	326	814	10813	992	29292	4152	900	17235	2839	2524	19093	1329	2127	1113	3650	11576	1011	494	4619	3919	2496	6308	532	252809
	'50	2810	389	995	13686	1249	35882	5573	1046	21890	3803	3464	23650	1808	2768	1373	5159	17273	1311	619	5479	5245	2841	7451	740	322004
	'49	2527	341	918	11226	1087	29689	4765	1031	18691	3157	3510	19649	1559	2220	1304	4093	14775	1225	655	4535	5055	2708	6592	654	274301
	'48	1466	283	777	8359	656	21715	2811	622	13279	2179	2191	15043	1067	1479	962	2751	8377	891	484	3559	3419	1963	4258	388	195613
	'47	1484	271	688	9005	708	22255	3103	500	14035	2055	2190	15145	1074	1375	880	2616	8401	876	422	3449	3429	2125	4396	343	194842
	'46	847	175	436	5736	411	13295	2071	330	8536	1307	1578	9438	752	943	526	1659	5158	578	257	2125	2469	1464	3013	222	122844
	'45-'42	272	61	70	1021	136	2166	487	119	1423	391	816	1610	170	271	123	463	1285	216	62	381	870	358	534	73	28852
	'41	674	185	285	3705	306	8063	1448	230	5313	1098	2082	6410	631	720	324	1276	3280	465	185	1671	3326	1181	2073	181	93978
	'40	628	154	257	3168	252	6363	1373	176	4387	960	1514	5503	506	672	271	1118	2994	446	195	1358	2161	1104	1771	142	77999
	'39	397	112	152	1734	129	4110	809	112	2220	643	944	2859	347	422	180	640	1681	260	99	774	1544	566	1097	105	48735
	'38	201	49	81	812	61	2102	299	61	1004	305	396	1496	118	173	91	226	676	112	56	363	644	299	527	34	22304
	'37	325	119	143	1407	148	3152	438	84	2168	470	1026	3200	225	284	146	402	914	256	96	505	1387	505	1078	95	41122
	Prior to '37	531	147	130	1233	125	2721	428	122	2375	622	1041	2777	229	306	207	365	973	268	121	575	1565	582	1091	118	46194
	Year Not Given	17	10	2	156	9	170	11		122	34	13	301	7	5	4	77	335			20	61	2	2	1	13591
Ford	**July 1, Total**	**112082**	**13726**	**26847**	**246831**	**40933**	**549232**	**256913**	**45606**	**495730**	**160769**	**104369**	**478143**	**41025**	**146816**	**46149**	**168680**	**579479**	**38107**	**16863**	**184670**	**145093**	**81457**	**195258**	**19723**	**8935668**
	'55	7316	1177	2769	30420	4566	62289	19683	3347	51041	9700	10248	50944	3931	9055	2798	15871	62783	3137	1652	14365	9169	5104	18774	1629	907793
	'54	11553	1423	3427	36307	4518	83644	22330	4594	65934	19091	10724	59106	4686	11280	5177	19903	72934	2651	2133	25320	13906	8844	26379	2165	1097597
	'53	11299	1948	3343	38587	5156	83343	26792	5274	72005	17159	13246	76399	5337	13207	4793	19120	74471	4582	2263	22001	17289	9408	23740	2552	1169518
	'52	6951	1015	1990	20386	2980	43147	15358	2925	37106	11517	7291	39150	2880	7829	2663	10216	40220	2881	1192	14325	9868	4984	12924	1429	627549
	'51	10718	1336	2687	29180	4368	64392	29545	4578	57627	15761	10527	55073	5044	14060	4557	18412	60260	4425	1681	19496	15232	7934	19726	2031	936998
	'50	13628	1540	3192	31774	5322	71327	38331	5077	66448	20288	12525	64821	5850	20353	5519	23519	76303	5266	2006	24868	18900	10599	24978	2329	1137285
	'49	12481	1389	2912	24561	4733	59621	31396	5054	57491	15412	11500	51590	4632	18357	5465	21560	62443	4989	1807	19291	18299	9499	22070	2187	975282
	'48	3744	295	770	4321	1100	11156	7733	1200	10600	6706	2568	9224	825	4335	1525	4983	15889	1023	506	7579	4149	2524	3949	485	220232
	'47	5351	562	1010	7556	1698	18454	13329	1918	18303	7931	4210	15872	1286	7366	2212	7034	23024	1670	746	9013	6889	4418	6465	885	342432
	'46	5505	436	1118	6786	1557	17018	13490	2160	15840	7606	3964	15739	1631	8551	2511	7915	23784	1475	689	7275	5590	4248	7223	835	340401
	'45-'42	1289	206	200	1399	589	2822	2453	594	2842	2082	1565	2590	362	1447	548	1782	6310	680	150	1356	2509	806	1614	239	81344
	'41	5318	494	836	4560	1308	8764	10778	2264	9951	8382	3942	10012	1377	7806	2159	5883	18837	1554	390	5274	6056	3569	6895	737	282773
	'40	3916	342	672	2930	877	6170	10614	1330	7462	5399	2675	6606	982	8333	1465	4760	13555	950	403	4702	3804	2461	4381	435	207574
	'39	2333	201	362	1534	445	3461	4070	688	4407	3106	1518	3514	611	3624	879	1897	6837	578	225	2519	1950	1394	3013	285	111267
	'38	1088	121	137	668	152	1587	1075	356	1505	1307	683	1506	205	1042	376	531	2577	205	85	867	845	424	1505	144	45653
	'37	1217	152	221	1085	203	2504	1460	485	3555	1415	1293	3175	317	1428	594	736	2925	381	126	1134	1678	904	2525	212	69695
	Prior to '37	8306	1066	1186	4439	1337	9221	8406	3708	13365	7709	5845	11836	1051	8660	2864	4126	14933	1660	808	5182	8779	4298	9083	1140	343496
	Prior to '36	69	23	15	338	24	312	70	54	248	198	45	986	18	83	44	432	1394		1	103	181	39	14	4	38779
Frazer	**July 1, Total**	**1365**	**199**	**233**	**3192**	**430**	**7939**	**1521**	**541**	**6311**	**1080**	**1897**	**5960**	**418**	**476**	**918**	**962**	**3140**	**667**	**173**	**1485**	**2504**	**1053**	**3082**	**275**	**99791**
	'51	55	9	17	351	25	929	109	21	674	26	164	813	39	25	58	79	245	68	15	46	213	87	312	20	8649
	'50	21	6	13	27	13	112	12	6	92	58	22	108	10	4	10	11	44	13	8	76	41	20	39	4	1689
	'49	242	32	39	406	92	1148	309	149	1262	165	256	1285	63	81	262	198	643	125	36	235	412	174	710	57	17896
	'48	506	75	78	1050	160	2441	467	183	2172	423	617	1724	128	143	289	350	1168	235	57	520	789	351	1102	86	34257
	'47	534	75	83	1324	137	3251	603	182	2064	398	820	2020	169	218	297	317	990	226	56	592	1020	418	909	107	35761
	Year Not Given	7	2	3	34	3	58	21		47	10	18	10	9	5	2	7	50		1	16	29	3	10	1	1539
Henry J	**July 1, Total**	**613**	**103**	**464**	**4870**	**335**	**9641**	**2883**	**151**	**6506**	**695**	**1230**	**8317**	**593**	**1430**	**288**	**1637**	**3744**	**338**	**278**	**2640**	**1383**	**1115**	**1568**	**79**	**96805**
	'54	1		4	27		85	18	1	35	2	3	56	13	6	4	9	12		3	24	4	8	16		871
	'53	115	13	74	550	39	1403	268	7	936	47	162	1195	102	161	22	263	515	69	58	242	149	122	154	4	12897
	'52	128	13	104	939	66	1828	523	24	1207	133	246	1628	125	321	34	385	1066	103	53	760	290	175	217	17	19519
	'51	364	75	279	3317	226	6271	2043	110	4276	477	816	5428	351	938	224	963	2097	163	163	1459	929	804	986	57	61311
	Year Not Given	5	2	3	37	4	54	31	9	52	36	3	10	2	4	4	17	54	3	1	155	11	6	195	1	2207
Hudson	**July 1, Total**	**5577**	**1444**	**3498**	**29804**	**2917**	**65234**	**10577**	**2327**	**50086**	**7699**	**11908**	**51772**	**4079**	**5908**	**3159**	**8685**	**24129**	**5633**	**1502**	**13499**	**16573**	**6677**	**21091**	**2281**	**782374**
	'55	81	20	236	781	42	1329	239	30	918	143	365	1251	135	142	86	195	529	80	34	340	232	91	958	55	20047
	'54	186	53	288	2110	126	4326	447	124	3130	314	419	3333	332	293	151	350	841	162	74	877	670	387	1244	121	42300
	'53	309	119	397	2427	279	5559	712	182	4013	445	884	4443	374	432	220	572	1539	358	93	1170	1084	419	1376	171	59798
	'52	411	143	290	2654	291	5858	780	208	4056	628	1061	4508	298	480	197	715	2124	445	108	1481	1242	454	1245	245	63573
	'51	1050	220	466	4827	507	9737	1515	477	7689	989	1807	8001	440	826	567	1283	3524	981	188	1732	2331	825	3326	371	115687
	'50	726	215	386	4078	441	9555	1347	287	7046	1105	1364	6919	448	639	492	1165	3597	913	177	1922	1839	724	3178	297	109371
	'49	983	218	473	4613	574	10402	1837	499	8940	1346	1801	8129	563	994	700	1759	4810	1274	299	2313	2305	1109	3806	481	133054
	'48	687	173	312	3193	283	7383	1304	214	5554	1089	1162	5470	495	603	295	1085	3026	504	149	1513	1782	791	2005	160	82306
	'47	374	71	205	2038	144	4478	891	90	3206	566	817	3437	335	502	167	640	1672	248	110	839	1340	687	1201	104	51547
	'46	331	76	168	1429	112	3419	737	83	2593	476	759	2988	327	431	126	480	1153	242	95	660	1274	566	1054	83	42803
	'45-'42	76	16	24	162	16	367	114	12	336	84	189	357	36	82	20	59	188	93	15	70	337	66	201	26	7371
	'41	118	40	72	521	33	990	230	28	898	151	503	1016	118	178	35	136	348	119	40	211	833	204	537	58	17907
	'40	70	21	72	434	26	699	191	21	668	122	281	635	78	112	33	99	266	75	33	152	414	136	369	34	12100
	'39	40	12	35	137	11	342	89	9	223	59	94	394	40	56	14	46	109	39	32	80	184	61	165	16	5456
	'38	18	8	12	66	7	189	34	15	112	41	61	185	16	29	6	16	92	25	11	29	119	24	80	7	2797
	'37	48	16	23	149	13	276	53	19	352	53	151	359	20	56	12	32	109	41	24	50	308	76	161	17	5507
	Prior to '37	65	18	35	143	10	282	53	21	327	77	187	292	23	50	34	31	119	34	20	46	258	56	184	33	5990
	Year Not Given	4	5	4	42	2	43	4	2	25	11	3	55	1	3	4	22	83			14	21	1	1	2	4760
Kaiser	**July 1, Total**	**3710**	**476**	**1052**	**13599**	**1288**	**31268**	**5477**	**1557**	**25922**	**2857**	**5614**	**27753**	**1713**	**1915**	**2218**	**3714**	**10750**	**2052**	**764**	**5779**	**8030**	**3277**	**10593**	**608**	**356033**
	'55	4		2	37		42	9	1	30	2		21		4		7	26	2		10	3	2	8		483
	'54	48	10	30	279	16	683	67	30	645	37	96	529	43	27	42	40	111	31	11	151	123	46	270	13	6758
	'53	187	38	80	965	75	2379	268	86	2155	112	421	2180	137	124	94	246	862	174	45	305	642	137	581	30	26560
	'52	235	46	107	1320	86	2848	503	90	2141	145	566	2861	139	202	86	290	977	199	81	712	781	207	569	27	30685
	'51	1084	154	302	5039	400	10714	2079	502	9241	574	1862	9927	535	628	638	1141	3812	700	264	1161	2941	973	3584	164	117563
	'50	112	14	104	438	65	1240	219	75	1083	335	195	1439	78	53	131	146	375	75	41	959	372	161	467	47	16579
	'49	718	55	173	1686	245	5272	842	407	4274	463	866	4795	262	288	481	672	1579	405	142	834	1197	652	2114	125	58792
	'48	918	93	145	2424	232	5166	916	238	4234	779	986	3813	282	337	513	736	1896	310	108	1049	1093	700	2175	149	62314
	'47	395	65	104	1344	166	2792	570	128	2042	385	612	2117	220	249	229	402	983	155	72	571	838	397	815	53	33171
	Year Not Given	9	1	5	67	3	132	4		77	25	10	71	7	3	4	34	129	1		27	40	2	10		3128
Lincoln	**July 1, Total**	**1913**	**883**	**764**	**10214**	**1432**	**23613**	**4013**	**735**	**15627**	**3406**	**3767**	**15548**	**1249**	**1886**	**976**	**2601**	**13840**	**1476**	**354**	**4147**	**4553**	**1915**	**4566**	**719**	**264325**
	'55	86	42	52	707	130	1761	251	50	864	181	251	1060	86	114	44	145	986	91	19	222	193	78	314	35	17274

(Continued on Page 71)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 68)

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Lincoln '54	356	225	167	4192	488	610	136	183	1303	428	151	2496	813	425	406	229	371	138	427	903	2232	511	134	531	140
'53	442	214	173	5084	559	589	106	172	1328	583	203	2678	1039	486	425	245	423	122	489	940	2686	527	188	628	180
'52	318	172	127	3413	368	461	92	116	951	379	103	1661	648	276	309	167	280	103	321	655	1551	365	131	411	113
'51	359	182	137	3437	438	526	96	159	1136	459	139	1920	784	395	344	205	296	98	304	801	1574	480	175	567	129
'50	373	153	107	3330	423	402	92	154	1116	475	104	1590	690	409	318	191	310	114	350	690	1372	385	150	605	109
'49	720	429	289	7713	890	929	180	291	2391	869	276	3345	1525	800	812	624	725	211	319	1604	2310	948	380	1256	255
'48	85	46	29	1123	68	135	17	30	252	87	26	307	105	66	71	54	66	26	123	164	172	87	34	97	21
'47	115	92	47	1991	141	251	35	39	468	148	55	459	192	107	105	113	137	63	75	380	338	147	61	195	28
'46	70	50	28	1153	86	142	29	19	245	62	32	268	99	78	53	78	83	26	15	265	201	137	45	152	25
'45-'42	13	32	4	393	22	34	2	4	68	15	4	50	26	11	19	9	32	4	3	69	45	32	11	29	4
'41	64	59	12	1246	67	119	23	13	150	48	23	123	59	46	41	43	38	25	10	183	81	69	23	107	17
'40	44	53	15	1185	60	82	13	9	131	32	16	83	45	39	47	27	27	18	16	125	63	45	14	75	22
'39	27	30	8	759	44	43	13	3	70	28	12	43	34	14	19	22	20	11	12	60	45	36	15	41	21
'38	12	15	4	457	11	16	8	2	37	7	3	18	10	9	7	8	7	7	6	27	23	28	4	24	4
'37	13	24	2	470	16	30	2	2	30	9	6	17	14	23	15	9	6	7	4	27	32	23	7	25	10
Prior to '37	4	13	1	348	14	27	1	3	32	2	5	21	10	17	5	12	3	7	3	23	14	17	5	16	13
Year Not Given	4		4	102	1	6	30	86	35	31	2	50	7	3	5	4	8	3	919		30	1			
Mercury July 1, Total	29748	11732	12956	226267	25045	30087	4750	7068	53475	38460	8993	119809	48097	34938	28844	22247	26434	8161	23629	51531	109333	40171	14749	48384	8270
'55	2325	822	1159	23846	1890	2579	412	747	4998	3565	649	12841	4859	3056	2167	1690	2240	952	1867	4591	15037	3568	1256	4602	613
'54	2862	1201	1503	26118	2574	3974	589	1031	6501	4323	1009	16499	5954	3893	3326	2278	3064	936	3492	6375	15967	4343	1545	5180	915
'53	4286	1467	1699	30176	3192	4291	780	1084	7561	5219	1380	21226	7767	4929	4043	2884	3667	1120	3470	7855	18803	5467	2149	6442	1207
'52	2175	1170	1010	19641	1921	2566	403	600	4228	2745	952	10805	4189	2601	2562	1701	2015	622	1986	3997	8869	3159	1205	3617	776
'51	4117	1778	1942	30864	3718	4612	682	955	8004	5437	1325	17808	7247	5258	4406	3244	3713	1191	2244	7325	15275	5940	1961	7303	1290
'50	4801	1614	1794	29317	3758	4284	651	1032	8156	5756	1103	15858	6186	5309	4291	2839	4061	1063	3059	6892	13743	5849	1998	7726	1092
'49	4182	1655	1635	27320	3762	3804	615	848	7083	4961	1185	14665	6644	5666	4376	3564	3959	1096	1386	7023	11640	5745	1881	6639	1175
'48	896	277	343	4906	558	543	82	95	1218	1052	165	2246	1116	631	550	807	805	178	595	1200	1932	762	439	1030	165
'47	1253	560	546	9050	1015	1100	164	94	1740	1574	338	2765	1451	1005	927	1052	903	342	370	2262	3063	1356	703	1651	325
'46	1285	415	569	7453	969	937	108	59	1530	1555	318	2367	1237	1070	864	996	820	245	146	1782	2374	1483	709	1670	291
'45-'42	160	98	98	1512	197	123	30	9	284	236	68	340	212	171	134	155	184	26	15	247	273	334	140	279	57
'41	706	341	359	6754	603	509	63	28	900	844	237	826	519	576	537	491	500	157	65	905	956	957	397	1073	172
'40	403	203	171	5194	587	429	61	28	654	548	160	774	399	428	390	336	285	149	81	705	713	742	216	740	120
'39	254	123	111	2958	279	265	37	14	377	305	86	384	169	282	226	163	169	78	33	327	432	434	126	412	71
Year Not Given	43	8	17	1158	22	71	73	444	241	340	18	405	148	63	45	47	49	6	4820	45	256	32	24	20	1
Nash July 1, Total	10778	6703	5809	112457	13216	19333	2593	3513	24811	11581	6127	84718	35682	19324	18352	13119	9864	5940	15475	40246	56661	24664	5627	33105	4687
'55	429	232	144	4728	528	1018	43	172	862	441	226	3785	1377	657	682	432	339	425	369	2587	2576	796	144	907	170
'54	630	436	255	6504	799	1764	103	249	1764	763	405	6868	2759	1239	1449	727	623	464	1091	3792	4898	1456	290	1499	358
'53	1005	519	558	10228	980	2352	248	262	2488	1186	584	10917	4239	1836	1751	1535	847	542	1577	4811	7933	1911	441	3046	427
'52	1311	700	738	13982	1374	2035	298	434	3086	1489	734	11366	3983	2028	2568	1569	1542	521	1762	4063	7582	2452	739	4155	473
'51	1963	1299	1176	20341	2463	3083	433	626	4751	2013	1146	15955	7116	3883	3728	2367	1719	891	1585	6091	10662	3924	968	7218	694
'50	1517	947	917	15944	2330	1931	332	480	3515	1426	890	11350	5730	3352	2805	1757	1216	728	1362	4663	6490	4083	702	5492	626
'49	1120	759	652	9583	1407	1593	289	323	2609	1136	693	7945	3729	2197	1752	1356	1069	627	1033	3552	4857	2926	674	3371	592
'48	990	542	495	7555	986	1753	225	271	1929	1119	397	5725	2462	1227	1164	1086	912	518	1045	3533	4783	2032	589	2195	385
'47	832	447	360	6946	748	1425	205	161	1567	887	364	4297	1780	1029	931	912	717	416	781	2910	3288	1694	461	1769	295
'46	605	398	310	6057	656	1094	178	116	1010	636	274	3236	1305	839	767	774	555	356	487	2203	2097	1378	349	1544	235
'45-'42	64	61	21	1278	92	118	20	1	158	71	56	463	163	128	106	86	49	42	31	260	192	245	49	203	47
'41	106	107	70	3248	236	376	61	13	367	120	136	1020	356	277	215	179	91	113	138	622	477	627	72	568	129
'40	79	82	41	1772	173	244	26	22	226	79	70	586	240	207	131	123	58	86	62	380	230	363	46	409	81
'39	45	48	28	1152	103	151	11	7	135	32	36	278	133	105	59	63	31	55	54	271	139	206	28	294	51
'38	21	27	11	614	73	98	6	6	67	25	23	179	51	81	54	31	14	39	28	140	70	191	22	138	28
'37	28	49	20	1155	152	165	13	6	107	36	52	306	114	101	75	55	31	62	38	211	167	248	22	168	53
Prior to '37	16	50	10	1342	111	124	7	4	68	27	32	191	97	104	78	48	32	50	38	147	84	123	18	127	43
Year Not Given	17		3	28	5	9	95	360	102	95	9	251	48	34	37	19	19	5	3994	10	136	9	13	2	
Olds July 1, Total	29840	14706	14248	295530	29368	47937	9693	12942	68543	39516	11487	174622	77464	43402	36009	33206	31453	13206	33930	100626	142423	54058	14717	61091	11508
'55	3757	1401	2093	29077	2928	4685	781	1613	8991	5586	1211	25183	8984	5006	3985	3336	4542	1171	3049	10897	23790	7492	1946	8236	1228
'54	3488	1471	1985	30537	3369	5116	887	1734	9014	4697	1218	26990	9901	5372	4718	3321	4499	1032	4231	10798	23074	7217	1941	7330	1488
'53	3502	1611	1736	28758	3294	5065	1025	1520	8530	4819	1414	22964	9570	5093	4202	3419	3931	1072	3430	10457	20308	6545	1818	6771	1518
'52	2391	1145	1093	20172	2196	3110	656	1044	5105	3177	901	13023	5781	3016	2783	2424	2615	874	2336	6241	10870	3745	1293	3984	927
'51	3195	1479	1392	27494	2936	4706	865	1283	6702	4110	1169	16566	7678	4388	3562	3260	3092	1257	2638	9154	12779	5075	1521	5105	1225
'50	4790	2134	1892	40097	4487	6811	1242	1827	9277	6495	1537	22682	10746	6512	4659	4787	4303	1778	3219	13704	16617	7513	2073	7607	1518
'49	2914	1457	1167	28456	2869	4974	844	1224	6511	3523	1103	15773	7595	4335	3336	3551	2938	1394	2477	10071	10622	4972	1285	5644	1074
'48	1476	776	685	15430	1414	2728	500	716	3384	1687	574	9538	4646	2264	2001	2027	1475	852	1301	6226	7973	2594	740	3512	543
'47	1458	788	659	15074	1575	2972	644	558	3328	1651	566	8578	4483	2328	2023	2116	1315	890	1225	6933	6871	2624	612	3584	533
'46	740	464	380	8913	864	1640	321	239	1796	899	366	4236	2252	1261	1108	1171	785	534	523	3766	2948	1508	354	2048	289
'45-'42	186	175	101	3318	238	415	126	41	468	188	111	693	526	261	269	285	200	136	76	820	437	365	106	545	55
'41	773	724	434	16509	1134	2210	438	199	2148	914	479	3180	1878	1318	1278	1283	693	673	630	4635	2185	1625	407	2580	409
'40	509	383	283	10189	666	1380	292	95	1354	654	317	2007	1338	804	815	951	440	583	412	3029	1450	1011	276	1743	277
'39	283	212	118	5694	356	763	136	49	609	318	151	856	574	388	379	414	221	319	239	1552	608	497	140	785	136
'38	94	116	56	3156	213	303	63	17	269	148	84	450	270	216	175	210	94	161	92	569	260	277	57	395	77
'37	163	197	90	6045	456	564	87	45	471	210	151	834	589	421	347	343	89	242	157	1007	695	477	66	641	125
Prior to '37	98	170	67	6506	363	483	60	32	335	152	117	658	592	391	321	262	95	217	148	752	602	489	60	576	86
Year Not Given	23	3	17	105	10	12	726	706	251	288	18	411	61	28	48	46	46	21	7747	15	334	32	22	5	
Packard July 1, Total	5812	4296	2678	72061	6970	13936	2009	3257	18509	7520	2548	40829	16661	8661	7445	6930	6324	3060	10128	18601	29464	13532	2957	13715	2801
'55	190	168	84	2156	218	461	45	107	511	325	91	1990	724	347	262	222	238	140	261	694	1847	533	126	458	151
'54	210	209	89	2223	246	663	69	149	806	343	99	2377	720	338	278	241	262	120	554	900	1695	582	77	464	187
'53	747	394	302	6251	664	1671	205	418	2514	977	304	6308	2924	772	861	752	1089	336	953	2172	5655	1663	381	1555	397
'52	680	379	270	5097	619	1017	139	337	1941	793	299	3582	1443	748	822	635	890	203	812	1289	2984	1160	411	1372	256
'51	807	544	394	8097	1035	1768	250	440	2740	1068	398	6605	2408	1287	1185	901	889	324	806	2205	4247	2150	432	1878	402
'50	653	358	307	5667	813	1176	182	362	1952	789	280	4449	1903	1075	1019	763	600	282	841	1496	2258	1941	293	1470	272
'49	768	447	463	6446	907	1298	193	371	2246	980	340	5846	2421	1541	1159	1073	792	372	1029	2073	3691	1906	441	2030	411
'48	535	678	303	9002	761	1513	212	345	1936	716	241	4267	1821	1133	711	773	542	419	686	2227	3527	1196	286	1340	245
'47	286	209	125	4110	364	728	114	143	879	393	127	1421	651	371	319	373	273	178	313	1149	1324	519	152	676	123
'46	231	154	97	3078	257	509	79	93	540	249	76	984	469	247	220	292	175	102	235	801	506	414	96	466	70
'45-'42	123	103	30	2238	115	267	43	28	266	117	51	418	167	89	85	111	91	45	79	399	155	159	46	243	37
'41	204	176	64	4638	286	730	103	82	689	208	79	658	282	195	132	232	168	140	278	963	427	329	58	540	78
'40	169	193	64	4581	267	862	77	47	625	230	71	728	298	178	148	225	138	130	264	852	418	345	69	513	56
'39	72	73	27	2368	114	315	37	25	254	85	26	324	111	77	71	103	52	67	164	400	141	164	32	199	16
'38	35	52	16	1618	77	220	18	15	154	42	22	206	46	70	51	61	38	45	90	221	92	128	9	163	25
'37	56	105	29	2411	132	476	24	31	243	103	28	377	154	111	73	107	42	103	113	493	262	212	33	226	59
Prior to '37	36	53	13	2041	84	259	26	29	138	40	14	184	101	65	38	55	38	51	88	258	134	118	11	122	15
Year Not Given	10	1	1	39	11	3	193	235	75	62	2	105	18	17	11	11	7	3	2562	9	101	13	4		1
Plym. July 1, Total	67541	26439	36587	437301	48672	80865	13623	26552	110731	78552	19079	300018	147772	90460	70022	68870	68043	26611	78583	158802	226182	108892	39076	139829	18886
'55	5516	1917	2550	27296	2962	5879	1036	3000	9427	6508	1099	28459	11639	6107	4571	4261	5321	2605	5301	13069	26569	6633	3191	12458	1218

(Continued on Page 72)

by Makes, States and Model Years

(Continued from Page 69)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

		Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Lincoln	'54	233	96	117	1352	178	3429	355	103	2105	498	392	2027	160	168	97	327	2013	116	44	482	421	232	627	73	33640
	'53	291	120	100	1310	226	3360	577	126	2312	441	537	2212	127	276	143	367	2141	179	49	528	606	241	567	98	37443
	'52	184	80	77	901	118	2079	403	76	1623	294	354	1424	97	170	94	222	1431	143	34	438	410	178	391	70	24782
	'51	212	83	74	1103	161	2579	508	81	1931	289	378	1832	133	219	120	300	1539	171	35	457	466	187	448	105	28551
	'50	230	97	75	959	138	2194	428	60	1573	376	332	1504	101	221	91	252	1333	131	27	541	426	216	461	81	25859
	'49	413	207	130	2340	322	4859	1005	161	3692	628	843	3620	280	419	284	661	2994	396	73	823	1105	511	1190	171	57218
	'48	32	16	33	289	21	549	68	17	259	174	71	258	34	46	13	63	286	30	8	229	89	35	60	14	5985
	'47	75	38	32	482	40	1124	131	13	501	153	185	533	68	86	29	88	375	57	23	170	220	68	176	23	10472
	'46	46	16	19	277	30	688	99	12	290	100	112	393	39	47	18	66	224	44	12	85	155	51	117	15	6396
	'45-'42	10	2	2	41	11	108	15	1	53	22	36	59	9	14	5	11	73	10		9	48	11	19		1504
	'41	23	26	21	178	18	358	62	6	135	76	101	221	39	37	7	34	138	37	8	57	135	36	72	8	4522
	'40	28	27	16	109	20	190	48	9	94	76	64	131	28	40	4	24	112	31	4	56	108	31	42	8	3586
	'39	14	12	4	54	11	128	31	6	63	44	47	99	14	11	9	20	55	21	10	21	72	18	35	9	2238
	'38	13	3	5	29	2	64	14	1	25	18	21	50	8	9	9	5	27	7	4	14	29	7	21	4	1143
	'37	11	15	1	20	2	66	12	10	47	15	24	55	17	4	4	4	34	7	2	8	41	14	18	4	1258
	Prior to '37	10	1	6	43	4	59	5	3	45	17	18	38	9	3	3	5	20	5	2	5	19	1	8	1	946
	Year Not Given	2	2		20		18	1		15	4	1	32		2	2	7	59			2	10				1508
Mercury	July 1, Total	20128	3836	5558	75073	10673	156754	39878	7230	116804	31047	23988	109695	8720	19302	9405	27009	120910	10449	2977	32050	29201	14780	37021	4749	1950415
	'55	1425	255	604	8108	1005	16089	2996	549	10665	2217	2261	11260	719	1203	556	2439	11566	842	299	2882	1504	928	3255	360	186318
	'54	2246	386	707	12783	1032	24687	3191	772	15134	3709	2505	13856	1136	1422	808	2942	14656	838	414	4123	2845	1667	4223	541	242075
	'53	2640	621	770	11496	1519	25985	5621	1028	18321	4120	3092	17834	1197	2520	1150	3750	18048	1418	462	4567	3853	2024	4784	653	289637
	'52	1595	354	460	5807	1005	12552	3097	623	9603	2553	2287	8990	670	1377	660	2047	10053	1062	237	2781	2725	1135	2966	410	160564
	'51	3250	583	762	10847	1708	22852	5966	1151	17954	3784	3715	16783	1233	2507	1558	3784	17175	1699	444	4273	4596	2085	5881	735	282964
	'50	2994	533	715	10555	1681	20902	6363	762	16205	5058	3071	15210	1162	2978	1443	3717	19540	1486	346	4593	4163	1972	5473	716	273870
	'49	2962	542	711	8554	1473	18863	5968	1117	16830	3835	3620	14663	1243	2682	1657	3832	15848	1550	387	4061	4605	2529	5442	645	256128
	'48	419	79	145	1215	200	2705	1054	152	2495	1364	424	2076	237	587	271	783	2664	208	56	1319	588	403	718	110	42863
	'47	730	153	241	2169	300	4532	1709	276	3806	1269	810	3304	373	1088	341	1229	3365	412	103	1284	1232	652	1197	166	66350
	'46	779	118	165	1701	302	3666	1827	320	2931	1152	714	2679	324	1102	418	1206	3378	375	95	1015	1136	624	1226	150	58655
	'45-'42	110	18	30	197	60	413	245	62	293	242	150	341	62	181	78	141	570	73	17	131	211	93	198	34	9332
	41	408	93	98	709	220	1456	912	205	1132	875	652	1167	166	728	207	562	1850	232	44	459	823	332	753	108	33666
	40	344	62	95	510	98	1155	589	131	854	493	434	865	125	604	164	343	1015	173	53	341	556	207	582	82	24391
	'39	200	31	44	254	59	651	331	81	392	311	246	477	62	311	85	144	533	78	18	176	305	124	317	35	13380
	Year Not Given	26	8	11	168	11	246	9	1	189	65	7	190	11	12	9	90	649	3	2	45	59	5	6	4	10222
Nash	July 1, Total	8249	1748	4492	38235	4163	96365	13719	3754	65793	11827	17971	76152	7362	7371	4459	13018	37492	5564	2881	14506	24789	9487	52236	2242	1108260
	'55	214	55	379	1618	159	3821	512	128	2152	333	791	2955	344	149	171	461	1266	150	208	791	720	247	2637	62	44392
	'54	512	137	442	3022	255	7639	817	323	4757	631	1109	4976	714	342	314	742	2154	210	307	1346	1426	557	3786	202	77905
	'53	795	184	579	4487	358	10919	1198	425	6979	917	1623	8032	958	539	350	1133	3113	468	425	1207	1994	728	5046	192	114872
	'52	944	268	453	4315	528	11756	1714	403	7837	1545	2128	8301	727	976	425	1650	5832	648	319	1696	2675	906	5500	242	132772
	'51	1622	272	683	6692	891	17099	2746	627	11565	1875	3206	14289	1111	1578	789	2499	7484	993	523	2361	4604	1604	9321	420	200949
	'50	1227	274	512	4729	673	11870	2015	451	8997	2071	2121	10201	799	1134	795	1817	5828	938	291	1879	3338	1181	6850	379	150955
	'49	876	177	428	3489	474	9204	1358	455	6904	1397	1650	7592	624	777	566	1257	3890	733	290	1599	2448	1189	5351	262	108834
	'48	655	87	344	3166	296	8359	1235	297	5916	1014	1175	6833	657	672	305	1219	2932	431	173	1349	1859	924	4190	159	88165
	'47	514	84	265	2649	219	6761	1005	217	4501	874	1059	5018	554	549	276	909	2217	389	123	1151	1540	849	2995	114	70054
	'46	411	72	192	2050	162	5240	742	175	3438	590	915	4084	446	419	233	794	1716	290	115	787	1488	735	2263	95	54911
	'45-'42	63	17	19	183	17	379	45	46	266	89	278	345	53	55	30	70	158	59	6	48	365	86	440	15	7136
	'41	124	34	56	611	60	1162	130	83	862	181	744	1146	150	71	67	168	303	101	22	109	1058	182	1314	31	18493
	'40	91	28	33	472	25	775	85	30	647	120	432	796	65	45	50	114	193	56	20	72	470	137	753	21	11346
	'39	47	15	22	206	10	403	33	31	248	58	205	426	62	22	21	52	83	23	22	30	246	60	404	14	6258
	'38	37	10	20	134	7	282	31	22	153	34	153	262	14	9	24	32	63	21	7	23	127	21	344	4	3871
	'37	54	18	28	193	12	357	26	20	345	39	249	474	39	14	15	43	58	30	13	27	247	32	720	15	6502
	Prior to '37	55	14	35	174	11	278	24	19	172	40	124	311	37	15	26	35	68	24	16	20	152	47	320	14	5002
	Year Not Given	8	2	2	45	6	61	3	2	54	19	9	111	8	5	2	23	134		1	11	32	2	2	1	5843
Olds.	July 1, Total	19917	5005	8878	102563	10764	270032	49813	7846	166800	33597	34152	174049	16625	24464	9769	34499	135784	13435	5473	41412	49204	20127	70927	5757	2712417
	'55	2013	570	799	12833	1532	33530	5525	988	16430	3754	3615	20637	1655	2428	909	5046	20504	1501	475	4379	3019	1508	8019	615	323252
	'54	2696	566	1021	11994	1377	33460	5118	1189	20502	5524	3559	20393	1617	2537	1327	4166	21982	1208	462	5503	4123	2053	9410	822	338037
	'53	2435	744	888	10567	1381	29472	6077	977	19661	4064	3857	21398	1550	2940	1100	3981	18498	1667	613	4799	4852	1980	7224	808	313905
	'52	1552	441	574	6719	1046	18064	4292	597	12482	2756	2532	12948	982	2166	707	2471	12374	1081	449	3266	3152	1264	4557	526	197900
	'51	2073	499	772	9978	1165	26081	5856	840	16821	3038	3291	16692	1449	2905	1057	3410	13719	1367	547	4471	4768	1750	6743	633	262556
	'50	2886	652	1182	14159	1584	37594	9099	1099	24159	4453	4547	23444	2356	4440	1485	5083	19123	2072	805	6152	7137	2810	9765	785	375258
	'49	1735	439	891	10034	875	26812	4789	672	17966	2751	3214	17057	1843	2513	970	3249	10361	1248	588	4250	5315	2008	7159	478	257326
	'48	1018	199	540	5767	440	16490	2045	373	11000	1543	1641	9658	995	949	559	1762	5161	620	288	2216	2840	1318	4048	255	146787
	'47	1160	186	597	6354	412	16481	2145	327	10623	1566	1813	10108	1119	1054	472	1743	4738	720	350	2170	3090	1429	4008	257	146310
	'46	541	135	349	3626	221	9020	1244	188	5050	875	1107	5301	684	553	289	919	2561	407	185	1142	1913	864	2250	115	78944
	'45-'42	135	42	68	739	54	1560	272	36	871	233	452	1127	176	122	61	174	635	120	48	148	712	190	514	34	18664
	'41	600	183	353	3537	265	7633	1420	184	4412	1091	1832	5525	852	754	279	1016	2462	563	219	1119	3219	1099	2885	175	90413
	'40	357	123	289	2618	161	5532	867	126	2720	761	1058	3771	568	529	202	632	1446	400	152	768	1867	793	1653	82	58733
	'39	211	55	199	1259	76	2992	405	69	1247	352	519	1906	279	237	115	302	655	147	114	411	887	377	777	40	29428
	'38	100	27	80	491	40	1335	184	45	499	188	255	769	106	88	53	107	298	64	46	140	503	165	407	25	13837
	'37	195	75	111	844	78	1981	298	67	1130	328	505	1606	190	128	78	194	528	139	66	258	980	290	764	61	25406
	Prior to '37	194	64	157	856	37	1808	174	67	1114	281	347	1187	181	113	100	146	415	110	66	200	769	225	739	44	23026
	Year Not Given	16	5	8	188	20	187	3	2	113	39	8	522	23	8	6	98	324	1		20	58	4	5	2	12635
Packard	July 1, Total	4230	1493	1954	29162	2417	63739	9561	1738	40513	5892	8661	54723	3300	4610	2672	7116	20854	3074	1616	10874	12408	6338	13403	1506	632558
	'55	136	57	95	1356	115	2570	297	74	1472	180	255	2291	144	137	120	265	836	103	43	423	269	146	562	85	24380
	'54	187	46	95	1797	79	3144	396	87	2063	195	208	3106	115	160	89	343	763	72	63	524	409	319	563	64	28788
	'53	433	206	212	4392	300	9245	1365	228	6129	628	873	7799	415	574	330	900	2879	361	161	1224	1163	863	1582	152	82679
	'52	365	158	147	2598	299	5490	1029	208	3882	586	980	4666	233	466	245	639	2729	359	127	1123	913	623	1114	167	57324
	'51	650	226	219	4078	366	8867	1366	343	6035	651	1301	7200	439	696	524	1101	3258	457	217	1345	1780	855	2089	232	87555
	'50	519	120	173	2675	289	6064	1113	234	4511	696	921	5471	330	444	383	723	2295	380	159	1221	1156	600	1681	173	63532
	'49	676	139	234	3082	324	8155	1342	271	5362	895	1032	6577	319	573	488	930	2626	370	252	1646	1472	800	2061	207	79077
	'48	437	153	252	3051	208	7835	883	119	4446	711	970	6244	328	452	226	713	2215	290	177	1164	1480	668	1489	161	70087
	'47	221	66	115	1410	113	3264	417	52	1877	337	370	2658	157	219	81	369	881	146	82	526	598	337	542	54	30212
	'46	138	53	64	963	82	2076	311	38	1196	258	324	1741	154	176	55	269	628	97	62	370	538	235	387	42	20697
	'45-'42	50	31	14	351	24	667	124	14	420	103	185	725	82	81	28	135	246	50	27	98	320	92	187	18	9577
	'41	87	72	111	924	77	1684	280	15	915	197	400	1799	184	190	20	233	418	110	64	381	740	243	316	44	21243
	'40	114	71	83	1018	52	1791	283	23	828	181	355	1624	134	190	24	240	455	113	77	324	663	236	316	44	20787
	'39	52	25	29	432	28	796	112	6	321	83	137	872	70	95	12	78	176	36	29	181	239	100	139	19	9384
	'38	47	15	24	228	18	540	67	8	207	43	101	383	28	43	12	48	111	46	15	95	169	61	96	13	5932
	'37	75	37	57	447	27	955	128	12	503	92	164	917	114	89	21	83	173	56	39	128	337	108	178	22	10765
	Prior to '37	39	16	28	306	15	539	47	6	302	51	83	503	52	22	9	28	90	28	22	91	141	51	101	9	6590
	Year Not Given	4	2	2	54	1	57	1		44	5	2	147	2	3	5	19	75			10	21	1			3949
Plym.	July 1, Total	48319	7468	15657	177741	18630	419069	91446	22025	290868	59336	58079	367335	28403	44659	22290	80410	227153	18958	11051	98508	84182	52526	106358	9754	4848213
	'55	2658	420	1285	16493	1455	36448	6324	1355	20656	3052	3488	32008	2594	3194	1254	6550	18540	1231	867	7280	3520	2788	7159	591	379802

(Continued on Page 73)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 70)

		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Plym.	'54	5088	1823	3156	23988	2818	7125	901	2836	9742	6367	1169	26636	11511	6467	4890	4262	5910	2133	7164	13247	20558	7341	3258	9935	1681
	'53	8481	2795	5330	40996	4809	8808	1389	3419	13348	10098	1976	39767	18872	10256	8201	7264	9088	2954	8391	17458	33931	12700	5524	16437	2244
	'52	4842	1715	2933	27393	3227	4988	847	2603	7521	5888	1425	22312	9839	5938	4825	4298	5462	1813	5699	10746	18790	7439	3079	9203	1407
	'51	7568	2679	4525	39974	5318	8247	1382	3072	12268	8902	1984	36369	16198	10053	7679	7159	7693	2636	6620	16846	26743	12053	4494	15176	2077
	'50	7797	2756	4498	43667	5826	8430	1292	2896	12815	9082	2214	36132	16307	10517	8191	7673	8329	2689	6398	17272	25854	13080	4666	16589	2084
	'49	7426	2729	4039	42139	5772	7931	1301	2406	11831	7646	2144	33868	16342	11138	8042	7676	7348	2583	5817	16649	22958	12595	3860	14406	2104
	'48	5100	1699	2426	27795	3408	4532	840	1380	6554	5910	1254	19733	9379	6346	4953	5218	5203	1745	3383	10379	13149	7252	3051	8883	1172
	'47	4248	1610	2036	25827	3305	4421	783	1079	6195	4656	1228	16534	8845	6232	4588	4849	3938	1622	2701	9671	11294	6770	2400	7518	1161
	'46	2947	1044	1455	16155	2095	3056	444	578	4025	2854	784	10494	5827	3770	2860	3361	2479	1022	1635	6428	6387	4518	1475	5333	676
	'45-'42	848	547	360	8013	615	1086	209	146	1363	1035	300	2251	1714	1081	864	1069	750	321	239	1897	1256	1482	406	1515	235
	'41	3198	1700	1282	31181	2485	5516	709	620	5653	3682	1015	9755	7570	4081	3286	4297	2595	1493	2159	10033	6953	4937	1434	7153	818
	'40	1776	1145	734	23892	1625	3676	475	301	3612	1974	742	6367	4923	2651	2107	2586	1470	990	1741	6205	4114	3873	827	4865	607
	'39	928	680	381	15506	1232	2723	338	196	2232	1164	506	3521	2399	1881	1331	1468	840	656	903	4075	2240	2443	465	3315	366
	'38	421	360	214	8884	584	1119	161	72	1061	557	266	1748	1445	967	793	787	474	355	528	1488	1007	1487	190	1767	209
	'37	629	561	305	13543	1143	1612	191	95	1277	706	452	2486	2111	1335	1238	1214	487	476	563	1789	1880	1958	319	2330	315
	Prior to '37	653	663	330	20871	1426	1697	184	100	1384	878	505	2749	2724	1588	1523	1294	546	491	674	1489	1828	2283	370	2942	511
	Year Not Given	75	16	33	181	22	19	1141	1753	423	645	16	837	127	52	80	134	110	27	18667	61	671	48	67	4	1
Pontiac	July 1, Total	40668	16083	19648	309316	31737	57389	10392	13628	71518	54136	12403	188575	92130	52628	44687	42352	41815	18046	44684	103031	169822	62986	22260	71907	10485
	'55	4795	1523	2138	28768	2894	4849	784	1660	8150	7119	1343	20542	9335	5325	5359	3510	5334	1799	3152	9536	24324	5777	2560	8949	1156
	'54	3511	960	1798	17589	2217	4757	749	1517	6752	5501	848	18461	7819	4309	3904	3348	4466	1373	5169	9219	17782	4344	2105	5884	737
	'53	5048	1814	2743	31139	3572	6183	1203	1790	9468	7727	1341	26462	12273	6632	5163	5067	5862	1724	5027	11807	28416	7859	3058	8320	1261
	'52	3551	1389	1869	22610	2588	3934	771	1094	5936	4924	1125	16171	7801	4050	3644	3290	3977	1079	3040	7319	14641	4926	2073	5282	965
	'51	4679	1831	2216	30899	3651	5486	1077	1480	8151	6440	1418	21975	10874	5922	4807	4634	4847	1514	3538	10115	18607	7026	2448	7378	1329
	'50	5495	2178	2632	39933	4634	6731	1384	1922	10198	7014	1756	27191	12689	7564	5958	5491	5853	1897	4460	12739	21168	9273	2965	9640	1582
	'49	3491	1385	1596	29192	2919	5330	764	1209	5912	4224	1206	17297	8178	4968	3880	3755	3595	1504	2617	9531	12380	5615	1865	6466	1043
	'48	2712	1147	1235	21280	2245	4219	558	721	4335	3090	825	12762	6353	3730	2913	3060	2352	1398	2069	7673	9739	4521	1456	4652	754
	'47	2221	954	1063	16976	2003	4085	570	540	3567	2460	661	10341	5628	3098	2648	3034	1852	1452	1664	7147	8443	3881	1082	3986	477
	'46	1312	598	569	10159	1043	2337	331	291	2006	1338	382	5181	3033	1580	1297	1697	964	881	820	3971	4414	2192	638	2199	252
	'45-'42	411	225	181	4625	366	715	148	46	646	457	172	1081	777	506	446	566	378	245	166	1202	883	627	241	791	117
	'41	1507	917	640	20611	1439	3309	463	265	2514	1469	539	4035	2888	1671	1799	2030	1112	1095	892	5368	3495	2493	756	3111	316
	'40	783	462	413	12746	782	2203	276	157	1490	874	300	2616	1582	1071	938	1163	482	752	700	3132	2194	1505	410	1964	173
	'39	476	227	210	6720	412	1310	172	82	778	471	124	1387	794	706	558	608	319	478	352	1888	946	864	236	1166	70
	'38	198	128	96	3737	198	466	95	26	371	165	75	640	409	345	300	290	127	246	172	651	454	457	91	538	49
	'37	288	196	145	6933	447	939	147	44	610	262	159	1224	913	667	614	462	146	364	236	1156	1050	936	148	917	121
	Prior to '37	148	141	81	5303	311	518	90	26	353	154	120	648	700	450	397	271	87	230	180	520	570	659	91	658	82
	Year Not Given	42	8	23	96	16	18	810	758	281	447	9	561	84	34	62	76	62	15	10430	57	406	31	37	6	1
Stude.	July 1. Total	18851	10554	9210	196728	14929	23607	5809	5027	35221	22341	9459	85758	68777	26950	20957	18265	21741	6821	20762	39389	54495	35734	10251	32899	7991
	'55	764	388	410	7653	647	1214	149	205	1820	1278	460	4335	4163	1340	924	927	1209	471	635	1450	2972	1766	473	1724	426
	'54	596	373	376	8211	520	1142	169	273	2320	1219	394	4014	3679	1237	1013	947	1415	423	1475	1812	2822	1544	426	1419	386
	'53	1718	931	899	16070	1110	2304	499	441	3682	2387	752	9593	8073	2451	1908	2109	2297	684	1952	4454	7620	2862	1069	3238	669
	'52	2235	1065	1275	16121	1444	2315	709	514	3830	2752	1053	9801	6808	2846	2234	2044	2629	664	1742	4187	7153	3864	1554	3471	860
	'51	3288	1604	1714	25242	2409	3660	988	690	5327	3821	1523	14002	11239	4410	3480	3019	3520	950	2101	5863	8976	5545	1953	4962	1229
	'50	4312	2273	2047	36717	3052	4502	1284	924	7244	4441	1881	17952	14623	5188	4315	3618	4955	1331	2531	8619	10971	7751	2180	6544	1627
	'49	1488	824	691	16516	1093	1819	485	358	2621	1595	828	6452	4213	1976	1527	1360	1574	514	1727	3073	3665	2548	702	2379	650
	'48	1835	1298	770	21072	1535	2538	465	508	3380	2003	874	8489	6491	2674	2188	1661	1745	715	1386	4121	5000	3398	890	3411	763
	'47	1428	820	528	15908	1444	1923	339	359	2623	1369	693	6212	5226	2332	1791	1423	1250	509	881	2873	3168	2859	505	2662	557
	'46	183	95	48	3185	155	215	48	29	295	173	79	571	504	211	163	157	137	78	304	319	281	294	77	275	67
	'45-'42	172	116	64	3294	190	242	82	29	285	196	136	590	499	289	188	177	200	55	58	300	238	468	78	356	108
	'41	439	321	173	9371	552	714	157	84	738	426	348	1609	1271	848	485	348	430	142	271	1058	698	1143	158	1041	258
	'40	203	198	97	6395	305	342	92	48	385	240	184	801	723	434	268	184	182	90	180	527	314	663	78	623	159
	'39	63	94	45	4524	170	254	47	31	249	127	115	490	420	260	157	96	60	85	118	312	198	378	34	371	93
	'38	22	37	15	1798	71	95	9	13	84	29	30	191	152	114	74	41	39	22	47	117	63	170	7	107	31
	'37	30	59	28	1957	97	189	20	12	113	56	61	240	252	146	111	62	30	35	37	172	118	228	16	165	49
	Prior to '37	32	55	17	2638	82	131	19	8	98	50	37	208	268	169	93	56	30	46	69	113	103	238	21	151	59
	Year Not Given	43	3	13	56	53	8	248	501	127	179	11	208	83	25	38	36	39	7	5248	19	135	15	30		
Willys	July 1, Total	6549	2362	3801	39892	8381	6974	385	853	13208	3376	4649	17719	7557	5517	3372	8173	6021	3210	4605	9282	13129	5550	3332	8805	3158
	'55	71	81	54	811	451	189	10	18	400	70	196	591	227	90	85	146	107	221	72	324	454	147	44	136	140
	'54	151	166	90	1930	532	288	32	42	647	122	261	828	251	153	138	171	177	195	342	539	605	248	81	217	185
	'53	715	319	315	5085	793	1248	81	152	1889	574	587	2697	1228	542	421	710	506	538	641	1641	2228	834	300	717	425
	'52	753	257	359	4215	637	756	71	121	1527	610	498	1608	879	488	413	599	548	313	510	972	1463	440	313	659	404
	'51	507	195	379	2772	822	740	6	91	1655	378	540	1469	635	294	267	649	594	319	293	1030	893	417	281	646	357
	'50	562	261	385	2839	727	842	24	102	1766	351	377	1654	809	346	264	765	633	263	303	1098	997	392	272	894	276
	'49	597	208	495	2334	761	594	25	60	1272	398	378	1690	754	504	330	885	746	264	302	818	961	407	410	981	241
	'48	1073	247	781	3488	1364	799	19	67	1352	306	751	2824	911	1123	483	1886	1092	346	307	899	1714	959	551	1597	404
	'47	832	188	465	3338	1086	503	20	52	1248	243	516	2004	780	1008	353	1204	827	332	336	771	1608	708	489	1425	382
	'46	524	63	272	3576	707	597	21	18	548	58	231	1514	504	624	247	638	408	226	206	716	1550	539	276	868	168
	'45-'42	399	174	102	3045	266	193	23	4	307	50	195	343	169	131	116	283	194	100	11	246	231	119	173	294	88
	'41	146	66	45	1968	58	66	16	3	154	73	56	140	100	62	50	77	55	23	45	84	111	78	51	99	24
	'40	106	50	28	1383	56	68	8	5	178	59	33	118	119	60	57	63	43	26	15	69	98	68	34	84	22
	'39	25	17	4	668	16	14	4	4	47	11	5	19	25	8	17	14	20	13	5	19	14	36	7	32	3
	'38	20	7	8	457	13	20	2	2	47	8	5	31	34	18	33	16	21	7	11	8	19	30	8	29	6
	'37	17	37	9	1051	52	23	2	1	39	15	5	55	68	20	28	17	10	7	3	23	52	41	9	63	13
	Prior to '37	17	20	4	917	25	25	2	1	53	12	8	57	44	34	41	19	15	8	6	8	44	83	8	61	19
	Year Not Given	34	6	6	15	15	9	19	110	79	38	7	77	20	12	29	31	25	9	1197	17	87	4	25	3	1
Misc.	July 1, Total	2284	1740	934	63956	2923	8557	988	1711	12226	4487	892	12545	5108	2115	2041	3730	3144	1270	4056	10013	7664	2682	1395	3771	485
	'55	158	157	49	8605	201	1053	63	168	1116	324	53	865	427	169	163	83	264	158	210	1393	775	221	48	207	50
	'54	175	149	66	9105	261	944	66	229	909	352	68	2666	317	118	152	137	264	72	321	1045	717	166	73	266	35
	'53	233	196	80	12167	293	1058	97	215	1489	450	93	1196	524	128	160	194	285	113	306	1272	911	385	104	317	44
	'52	242	249	79	10721	382	1034	133	193	1482	414	114	1115	455	125	181	205	336	102	280	1287	744	187	105	409	46
	'51	334	270	113	7458	334	1180	132	238	1808	586	99	1846	505	127	228	231	317	124	219	1414	861	202	146	403	43
	'50	199	143	98	4318	280	827	89	160	1590	533	96	886	407	117	133	197	316	91	136	921	576	192	128	342	42
	'49	176	109	93	2379	189	468	35	64	824	430	77	771	464	176	255	185	358	86	120	630	587	160	136	373	36
	'48	289	182	125	3839	227	950	73	121	1098	466	123	1324	888	330	358	391	370	159	158	939	1017	421	195	820	55
	'47	123	80	54	1287	126	212	49	21	633	246	34	328	294	97	113	203	129	48	65	232	351	107	82	247	31
	'46	66	8	24	261	57	63	12	1	165	117	9	127	78	29	25	40	56	17	7	67	103	20	43	48	1
	'45-'42	41	13	10	183	23	38	10	2	93	48	2	41	50	12	8	24	22	14	4	44	40	39	14	22	3
	'41	29	20	15	294	47	60	7	7	114	93	16	104	63	21	29	33	20	11	15	72	78	59	29	25	3
	'40	22	16	13	263	38	57	8	6	116	88	18	86	57	37	22	31	20	21	7	84	74	36	19	25	2
	'39	10	13	4	284	35	58	11	2	121	54	9	65	53	29	12	21	11	18	18	45	72	45	10	24	4
	'38	9	11		245	18	30	8	1	55	30	6	52	29	13	9	10	5	7	5	30	40	35	2	25	3
	'37	9	13	6	381	37	80	7	6	72	28	11	99	58	44	41	33	10	11	16	62	87	47	12	14	13
	Prior to '37	44	74	22	1963	164	346	31	18	249	110	38	363	208	352	133	99	32	70	69	245	268	334	47	194	55
Misc.	Year Not Given	125	37	83	203	211	99	157	259	292	118	26	611	231	191	19	1613	329	148	2100	231	363	26	202	10	19

by Makes, States and Model Years

(Continued from Page 71)

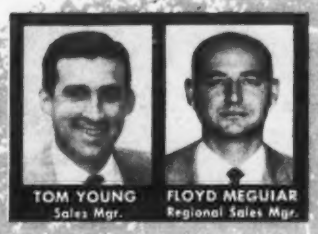
N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Plym. '54	3029	562	1408	18004	1424	44685	6798	1833	22341	3726	3569	29969	2122	3344	1261	6876	18671	846	1109	7966	5118	4157	7417	655	386996
'53	5182	940	1888	20575	2530	50440	11215	2717	34495	7132	5624	45275	2824	5471	2744	10140	29364	1904	1356	11094	9915	5296	11451	1194	573302
'52	3486	578	1140	11474	1538	27878	6704	1695	19904	5235	3885	24603	1577	3150	1561	5469	17798	1340	802	7802	5130	3087	7148	769	337985
'51	5634	742	1502	19412	2195	45275	10294	2572	32450	6919	5460	40459	2692	5003	2512	8923	26218	1985	1147	11274	7913	5166	12333	1157	526952
'50	5507	764	1593	19290	2222	46355	10476	2515	33465	7299	6217	40311	2909	4909	2518	9576	28119	2127	1166	11129	8919	5342	12690	1168	543640
'49	5871	723	1553	18760	2081	45377	9985	2514	34025	6579	6376	39658	2932	4555	2667	8695	25680	2314	1112	10794	8944	5734	12458	1213	521350
'48	3632	490	1129	10566	1181	25321	5698	1750	20033	4333	3471	23616	1765	2790	1852	5654	15721	1417	710	7317	5530	3684	6891	735	316030
'47	3643	414	947	10642	1108	24632	5715	1453	19386	3704	3366	21834	1731	2585	1843	5021	13890	1256	626	6333	5134	3723	6616	627	289740
'46	2178	236	632	6800	726	16233	3875	917	11922	2714	2114	14298	1174	1769	1041	3411	9295	794	392	4022	3186	2536	4297	377	186641
'45-'42	630	110	140	1925	207	4244	1221	292	3015	652	1104	3595	414	653	272	881	2244	394	86	807	1853	823	1219	109	56492
'41	2229	449	761	8796	704	18969	5334	851	13929	2568	4265	18000	2077	2748	888	3778	7931	1157	558	4682	6702	3575	5226	356	240138
'40	1319	304	574	5771	409	12597	2922	513	9109	1723	2918	11337	1288	1606	589	2030	4539	710	372	3325	4396	2340	3818	227	158014
'39	948	204	378	3524	272	7986	1936	308	5019	1053	1766	7132	978	1150	396	1143	2625	491	231	1668	2723	1333	2391	151	97595
'38	520	118	172	1584	154	3946	749	184	2233	724	831	3320	306	408	236	497	1628	188	129	886	1438	588	1293	84	49160
'37	752	187	255	1888	171	4298	1019	213	3959	831	1776	5534	522	607	279	779	1890	367	161	923	2777	1021	1909	140	71273
Prior to '37	1061	213	292	1893	239	4081	1172	331	4735	1020	1828	5879	484	690	357	786	2271	437	225	1152	2870	1228	2038	201	85186
Year Not Given	40	14	8	344	14	304	9	12	192	72	21	507	14	27	20	201	729		2	54	114	5	4		27917
Pontiac July 1, Total	27087	5334	11658	136208	13094	299145	64910	9619	204538	41517	38029	198589	16909	30330	11065	47999	152717	15288	6974	53925	49675	26933	73216	6101	3143186
'55	2068	475	1038	13251	1896	30522	6394	756	18290	3644	3903	20987	1495	2961	810	5213	21615	1471	589	4913	3210	1817	6805	598	325402
'54	2194	333	1320	12712	1165	30688	5141	651	18962	4319	1844	18473	1348	2438	821	4028	16447	742	577	6263	2593	2335	6546	537	277596
'53	3300	715	1358	16634	1780	38860	8331	1300	26602	4857	3723	25479	1786	3797	1227	6077	20573	1565	790	6645	4645	3195	8739	824	393761
'52	2189	471	846	10123	1257	22108	5687	911	16564	3563	2808	15486	1071	2585	859	4174	14518	1291	473	4420	3525	1980	5201	624	250783
'51	3283	614	1089	14260	1589	30849	7246	1273	23751	4281	3910	21829	1577	3309	1345	5549	18052	1851	659	5735	5250	2894	7875	769	341181
'50	3978	747	1375	16864	1812	37032	8848	1376	27928	5732	4891	26221	2081	3772	1712	6768	21750	2292	848	7574	6881	3366	9904	881	416930
'49	2487	450	1024	13457	1029	29785	5334	963	19388	3577	3289	17239	1542	2343	1121	4132	11772	1560	664	4743	4713	2335	6580	535	279984
'48	2085	350	830	9560	724	21291	4274	763	15291	2660	2498	13558	1213	2183	871	3559	8357	1147	537	3572	3626	1897	4989	376	212010
'47	1690	306	804	8908	637	18722	4183	547	13487	2501	2523	12408	1235	1929	830	2765	6997	961	574	3232	3492	1933	4436	290	185223
'46	903	160	446	5017	309	10520	2417	311	7083	1270	1475	6420	708	1185	417	1591	3548	503	295	1789	2152	1199	2474	156	101833
'45-'42	281	68	128	1168	118	2165	772	92	1451	450	683	1595	240	465	126	478	1097	190	64	363	999	427	833	64	30335
'41	988	257	476	5356	341	10089	2922	272	6201	1778	2726	7286	1140	1668	342	1630	3452	779	297	1933	3584	1412	3256	184	123103
'40	533	152	340	3788	193	6704	1618	131	3649	1025	1592	4597	627	731	170	869	1647	420	237	1177	2006	975	2013	96	74368
'39	326	69	203	2093	88	4092	765	90	1961	607	668	2381	411	409	115	464	845	155	126	682	947	456	1102	41	40450
'38	171	33	84	777	37	1824	327	38	870	288	367	1017	128	150	71	165	477	69	61	242	458	196	527	21	18722
'37	324	74	176	1261	71	2421	417	71	1890	491	754	2218	205	248	135	259	593	210	121	368	1024	334	1208	58	34055
Prior to '37	266	51	108	793	37	1295	224	72	1048	401	363	1115	144	144	83	165	495	82	61	242	484	179	725	45	21410
Year Not Given	21	9	13	186	11	178	10	2	122	73	12	280	8	13	10	113	482		1	32	86	3	3	2	16040
Stude. July 1, Total	14406	3660	4446	50837	7820	110668	25530	5575	80592	17538	22988	91375	7864	11650	6476	20532	74761	8703	2667	25190	32974	11591	35927	2993	1479289
'55	461	307	236	2770	413	4964	1153	227	3251	531	1051	4186	454	516	241	967	3668	202	163	1028	833	480	1441	110	67456
'54	575	294	380	2518	276	5780	964	220	3542	916	952	3563	399	359	299	790	3189	130	183	1684	1208	585	1506	98	68615
'53	1260	408	457	5405	752	12050	2495	517	8892	1619	1665	8990	879	1125	576	2009	7003	549	241	2479	2241	957	3408	249	145998
'52	1526	408	448	5408	991	12388	3178	710	9279	2037	2067	9879	717	1443	716	2472	9314	819	287	2907	2879	1194	3945	322	158594
'51	2445	446	668	7732	1380	17047	4542	896	13533	2570	3384	13941	991	2075	1106	3474	12809	1355	376	3822	4874	1728	5994	442	229145
'50	2884	615	872	10602	1863	22291	5335	1114	16988	3619	3953	17981	1556	2458	1312	4669	17560	2036	494	4691	6059	2005	7512	588	299939
'49	1016	256	354	4095	586	9292	1897	483	6147	1658	1768	7622	612	877	510	1605	5272	842	258	2835	2851	979	2890	295	115678
'48	1484	364	452	5027	657	11890	2559	545	8331	1621	2650	10414	872	1104	640	1899	6502	1032	312	2374	3826	1295	3409	311	148780
'47	1344	205	297	3851	528	8654	1929	448	5808	1480	1999	7254	671	860	556	1411	5269	691	182	1649	2833	1022	2666	279	111568
'46	157	23	32	462	52	915	189	48	554	288	271	804	67	118	53	158	526	60	22	379	363	133	245	31	13893
'45-'42	162	42	24	328	41	637	201	59	489	146	489	693	79	92	56	147	514	129	18	138	723	139	347	30	14133
'41	454	109	76	1001	126	1976	548	137	1455	412	1215	2170	241	275	171	445	1265	366	45	526	1832	441	1059	110	39538
'40	223	61	40	646	71	1025	294	64	862	250	592	1329	124	191	105	208	678	194	29	301	906	279	582	58	22827
'39	158	49	34	320	41	679	139	44	588	148	372	960	91	90	44	112	391	135	23	151	615	154	385	25	14539
'38	58	20	16	122	11	274	33	12	192	65	150	390	25	12	16	35	144	48	12	76	214	61	121	10	5495
'37	86	21	28	225	13	369	40	23	362	65	234	670	51	15	22	53	210	67	10	53	359	95	220	11	7585
Prior to '37	102	28	27	209	17	333	30	26	262	85	167	390	34	37	32	32	207	48	12	82	304	44	195	23	7517
Year Not Given	11	4	5	116	2	104	4	2	57	28	9	139	1	3	21	46	240			15	54		2	1	7989
Willys July 1, Total	3047	1011	1970	12403	3289	29797	5152	1794	21479	1445	9468	23335	1368	2038	1113	6287	15495	2660	3148	6931	7899	4164	5423	2766	363342
'55	54	74	113	308	170	866	114	31	693	21	345	892	32	33	47	100	357	109	146	182	199	156	194	218	10589
'54	116	71	139	552	160	1644	181	43	867	50	531	1030	55	68	105	160	538	182	190	325	342	184	422	199	16545
'53	315	180	364	2291	361	6156	1166	123	3667	176	1117	3365	180	407	178	653	1365	321	455	725	879	677	922	329	51558
'52	334	130	216	1588	291	3915	1174	119	2579	240	1114	2744	141	359	165	542	1582	345	305	822	762	608	675	249	40412
'51	273	99	205	1388	327	3172	423	160	1973	56	1068	2292	140	178	138	527	1472	219	410	513	724	472	441	347	33246
'50	210	96	205	1473	358	3350	519	122	1935	122	732	3076	178	233	101	666	1789	200	311	631	702	607	460	253	35531
'49	301	56	137	1327	296	2658	548	143	1904	176	584	1784	135	262	107	786	1896	187	197	666	609	600	434	235	32443
'48	543	66	184	1069	421	2809	423	431	2664	167	1256	2630	141	191	101	1132	2549	380	373	1088	885	335	663	395	46239
'47	418	69	161	882	398	2082	281	309	2163	110	959	2050	123	127	68	836	1899	266	330	897	831	292	532	315	37116
'46	251	61	136	802	261	1626	78	184	1770	64	644	2053	102	26	11	401	1036	148	323	644	444	58	257	137	26616
'45-'42	79	60	55	316	184	746	31	42	429	62	557	230	60	16	17	263	484	232	68	280	940	32	86	59	12584
'41	39	20	14	121	28	250	83	34	211	56	204	562	44	53	19	59	149	34	5	67	223	44	105	12	6086
'40	19	7	13	128	9	173	56	12	269	47	158	279	21	34	24	70	150	19	7	37	152	41	65	5	4645
'39	8	3	4	28	4	64	24	5	42	29	45	28	2	14	11	14	41	2		9	27	13	21	3	1488
'38	15	1	5	23	6	45	10	10	38	15	25	33	2	12	6	8	45	5	5	6	20	6	22		1223
'37	18	11	8	34	7	84	23	6	140	30	53	74	3	12	6	12	49	7	4	19	63	21	49	7	2400
Prior to '37	44	5	9	44	7	78	12	18	108	17	65	89	8	11	8	17	40	4	16	14	83	14	72		2314
Year Not Given	10	2	2	29	1	79	6	2	27	7	11	124	1	2	1	41	54		3	6	14	4	3	3	2307
Misc. July 1, Total	1046	692	1055	13069	1503	34438	3349	308	11596	1748	4510	12377	1893	2159	511	3775	16813	572	623	5134	7872	1496	2636	424	290316
'55	85	86	135	1575	124	3101	169	10	805	115	400	829	239	79	37	179	1152	64	59	405	481	112	267	33	27521
'54	56	108	111	1194	147	3820	200	20	926	147	358	707	213	147	81	243	1309	41	70	515	661	81	320	30	30178
'53	67	142	123	1542	170	7308	283	21	1247	149	549	353	233	198	39	343	1698	64	60	584	954	98	329	45	38909
'52	76	109	129	1439	192	3695	361	28	1184	204	660	394	233	291	42	399	1696	86	79	686	964	129	278	52	34026
'51	73	72	107	1566	199	4414	499	12	1189	168	705	465	199	419	33	502	1832	65	72	725	1119	165	251	37	34106
'50	74	34	79	1209	164	3581	458	35	1076	126	517	508	180	239	30	456	1881	47	65	515	1054	211	180	39	25575
'49	53	19	68	934	146	2037	243	18	856	153	254	417	125	176	40	308	1576	59	62	349	458	151	233	23	17939
'48	146	35	102	1667	145	3422	505	42	1567	220	430	916	208	303	61	443	2309	67	65	685	783	240	281	43	29603
'47	55	9	23	507	51	720	182	24	616	89	117	327	48	121	34	185	845	13	18	216	211	107	91	26	9827
'46	10	5	6	164	27	217	51	9	126	48	36	129	24	39	8	99	352	5	7	93	62	27	25	12	3025
'45-'42	10	2	3	122	13	118	37	1	55	17	22	53	14	15	2	92	209	8	3	75	80	11	25	8	1795
'41	13	10	6	102	22	162	40	6	154	17	44	118	25	28	8	70	304	5	4	48	151	18	32	8	2659
'40	21	4	11	108	7	185	28	14	127	22	31	112	12	17	2	56	212	2	4	30	74	20	23	7	2295
'39	6	1	11	95	6	187	27	10	122	19	30	108	17	8	1	28	122	4	7	34	81	9	20	4	1985
'38	4	6	9	46	6	107	16	5	65	17	23	51	11	6	4	9	70	2	3	26	39	12	9	4	1228
'37	19	8	93	17	6	167	24	6	158	9	41	167	11	10	12	15	84	9	5	35	105	16	30	6	2250
Prior to '37	107	24	407	43	33	643	57	42	657	153	160	632	83	46	70	75	288	29	30	94	298	74	188	31	9792
Misc. Year Not Given	171	18	299	72	45	554	169	5	666	75	133	6091	18	17	7	273	874	2	10	19	297	15	54	16	17603

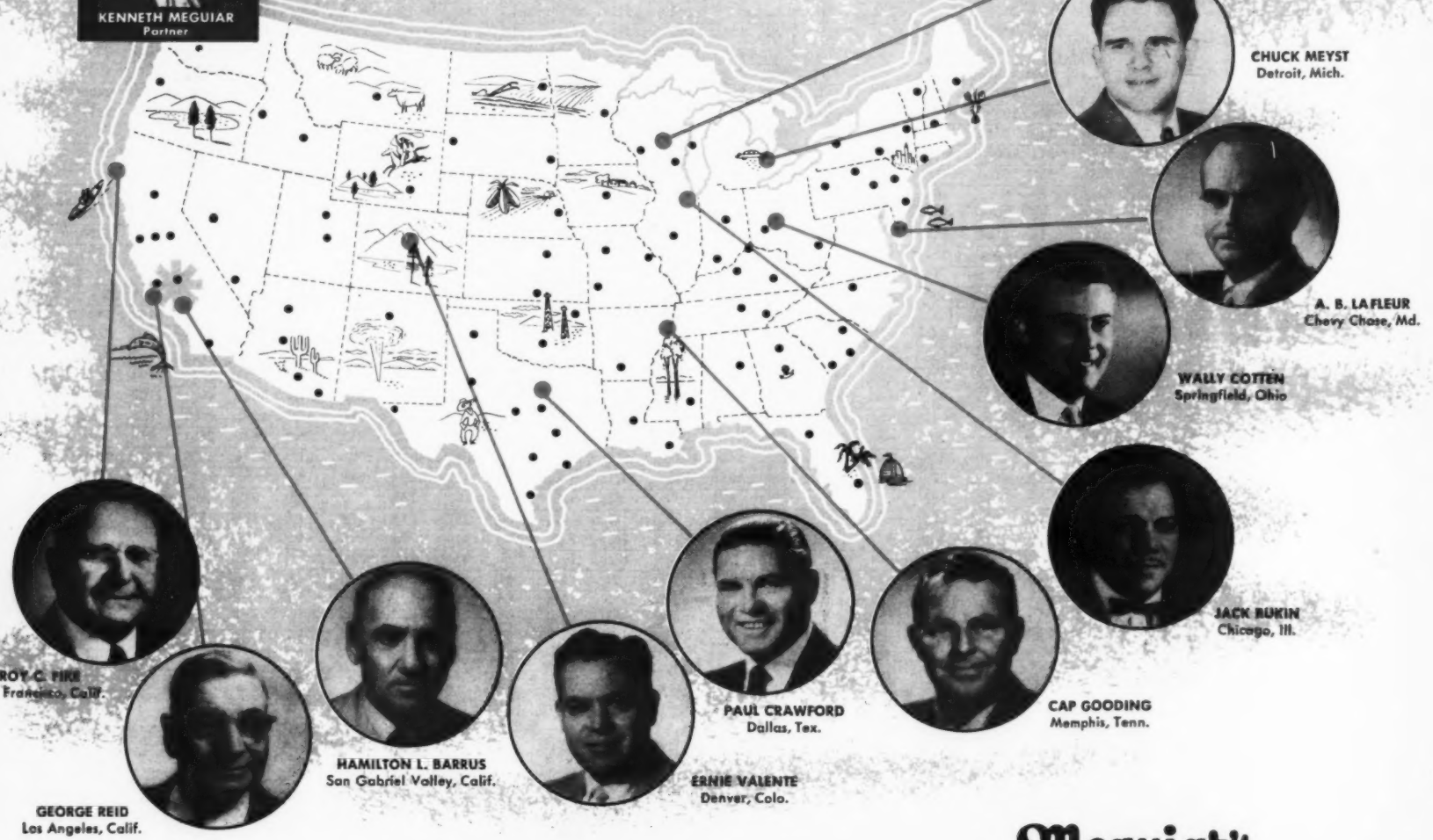
Source: R. L. Polk & Co.

NO MATTER WHERE YOU ARE IN THE U. S. A.

A representative of Meguiar's Mirror Glaze is always nearby!



Behind this national network of sales representation is quality of product without compromise. This policy has been set by the Executive Group on the left, at Mirror Bright headquarters in Pasadena, California. And it is carried out in the field by the Key Distributors shown below... in turn by sub-distributors and their salesmen. There's a man in your territory who can positively demonstrate Mirror Glaze superiority and prove its profit potential ... your inquiry will insure an early call.

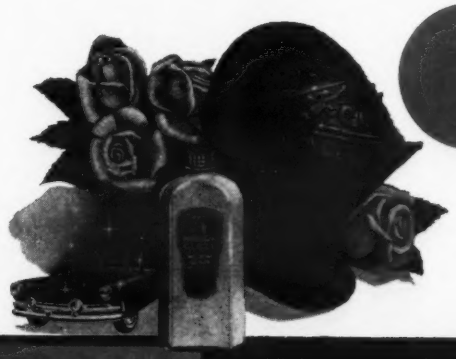


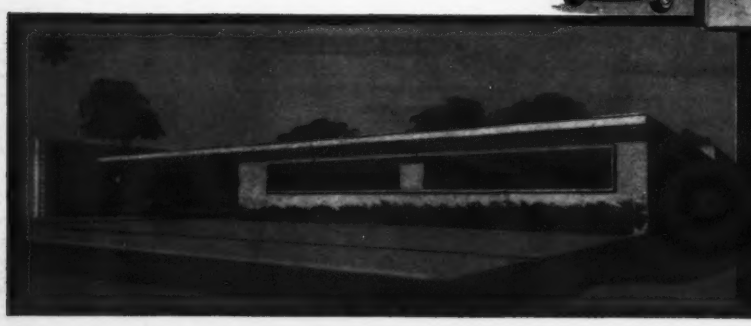
Meguiar's

MIRROR GLAZE

..."supreme beauty with maximum protection"

Car dealers from coast-to-coast have discovered that MIRROR GLAZE quality turns a glaze department from a problem to a profit and insures satisfied customers. It's worth a few minutes of your time to find out the details ... write us today!





MIRROR BRIGHT POLISH CO.

365 No. Foothill Blvd., Pasadena, California

PRODUCERS OF FINE AUTOMOTIVE, FURNITURE & AIRCRAFT GLAZES SINCE 1901

New Car Registrations by Makes, 1922 Through 1955

Make	1922	1923	1924	1925	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950	1951
Ajax				4157																						
Anderson			480	136																						
Apperson	610	740	682	474																						
Auburn	1937	2443	2474	4044	7138	9835	11157	17853	13149	*30951	*11646	5038	5536	5163	1848	*1292										
Am. Aust.									4354	2941	2520	3675	1057													
Eng. Aust.																							8610	3642	5452	3000
Bay State		617	213																							
Buick	98141	150662	153082	170728	232594	232428	196287	†172307	†122645	90871	49708	43809	63067	87635	160687	205304	166380	218995	295513	308615	126322	246115	244762	372425	535807	392285
Cadillac	16718	17809	16740	19445	25027	18461	18189	14935	12078	11135	6269	3903	4899	6692	11766	11234	10639	13090	21965	60242	23666	53379	59379	80880	101825	97093
Case	895	859	653																							
Chalmers	4898	6758	2003																							
Chandler	6870	11212	10207	10416	20268	18445	15530																			
Chevrolet	146159	291761	289962	341281	486392	647810	769927	780053	618901	583387	322860	474993	534906	656698	930250	768040	464337	598834	853529	880346	329601	640709	709609	1031466	1420399	1067042
Chrysler			19960	68793	129575	154234	171514	97706	60908	52644	26016	28677	28052	40536	58698	91624	46184	63956	100117	143025	65532	93871	105315	130516	151300	149435
Cleveland	6449	8811	8028	12435																						
Cole	1461	1459	762	207																						
Columbia	2807	3903	1603	89																						
Continental								342				3310	953													
Cord										*	*				1174											
Crosley																					2868	15934	25400	10175	6896	5304
Davis		949	812	692																						
DeSoto							14538	59614	35267	28429	25311	21260	11447	26952	45088	74421	35259	51951	71943	91004	54420	72966	82454	103311	115023	112643
Diana					2297	805																				
Dodge	96447	114076	157982	167686	219456	123918	149004	115775	64155	53086	28111	86062	90139	178770	248518	255264	104881	176585	197252	215563	135488	209552	213923	273530	300104	298603
Dort	6582	5592	2493																							
Durant	21615	30103	9983	4204			23414																			
Earl	2119	1474	406																							
Elcar					1336																					
Elgin	1161																									
Erskine						8400	22689	‡																		
Essex	23276	31450	54395	119493	131663	166794	177469	191328	63338	42543	§															
Fal. Knight						5719	5322																			
Flint			14778	14395	8439	1742																				
Ford	749785	1184976	1414293	1250161	1129548	393424	482010	1310119	1055105	528539	258927	311613	530528	826519	748554	765933	363688	481496	542755	602013	326822	532646	486888	806766	1166118	862309
Franklin	6137	7520	5882	7157	7229	7526	7434	10704	7511	3881	1829	1329	360													
Frazer																					1873	51158	57994	15827	26223xx	51372xx
Gardner	5663	6391	4311	2831		3290	3177																			
Graham									30137	19207	12858	10128	12887	15965	16439	13987	4139	3660	1856							
Grah.-Paige							58523	60487																		
Grant	507																									
Gray		9068	8164	2340																						
Haynes	4337	3831	2129	330																						
H.C.S.		306	231																							
Hudson	19026	32800	46077	85839	68931	58674	48365	62712	30466	19188	8641	2946	19307	21587	20825	¶90027	¶40889	62855	79979	73261	72484	83344	109497	137907	134219	96847
Hupmobile	24239	27061	26562	29101	37781	33809	55550	44335	24307	17425	10794	6726	6566	7450	1556	396	1020	907	211							
Jewett	9498	25900	27662	28621	14560		4255																			
Jordan	4167	6691	6159	6531	8469	6357																				
Kaiser																					3501	55571	108367	57995	85832	52286
King	378																									
Kissel	561	1127	898	1406																						
LaFayette	349	384	441					1361					9301	17445	16304											
LaSalle						11258	18830	20290	11262	6883	3848	3709	5182	11775	13992	28906	15732	22197	16599							
Lexington	2114	1330	498	339																						
Liberty	1654																									
Lincoln	2911	4348	5672	6808	7711	6460	6039	6145	4356	3465	3179	2112	2061	2370	15567	25242	16991	19940	21004	18769	10798	24081	32638	37691	34318	25816
Locomobile			230	828	2586	2037																				
Marmon	2893	2830	2613	4618	3512	10095	14770																			
Maxwell	33419	42788	44006	36236																						
Marquette								†	†																	
Mercer	300																									
Mercury																	6835	65884	80418	81874	61187	111198	137512	186629	318217	233339
Mitchell	2290	623	78																							
Moon	2862	5820	7567	7525	4702	3375																				
Moon-Diana							2748																			
Nash	30454	41838	47571	73384	116780	109979	115172	105113	51086	39366	20233	11353	14315	17739	26766	70568	31814	54050	52853	77824	85169	102808	104156	135328	175722	140035
National	351																									
Oakland	13347	23513	31836	34926	49668	42756	37100	**	**	**																
Oldsmobile	15095	20291	39031	34334	48128	48573	73713	89425	50503	46980	24128	35295	71676	149375	178488	188302	92398	146412	201256	230367	93094	180078	175531	269351	372519	273472
Overland	52072	88336	106950	117525	96057																					
Packard	9050	13382	14220	23948	29589	31355	42961	44634	28318	16252	11058	9081	6552	37653	68772	95463	49163	62005	73794	69653	36435	47875	77843	97771	73155	66999
Paige	7462	4047	5913	3703	15873	18256																				
Peerless	2958	4775	3936	4755	10437	9872	7748																			
Pierce-Arrow	1240	1669	2078	5231	5682	5836	5736	8422	6795	4522	2692	2152	1740	875	787	166										
Plymouth							29490	84998	64305	94276	111926	249667	302557	382985	499580	462268	286241	348807	440093	452187	211800	313118	347174	527915	547367	542649
Pontiac					50269	114293	183994	**186626	**90039	**86139	47926	85348	72645	140122	171669	212400	98399	159836	235815	286123	113109	206411	228939	321033	440528	337821
R. & V. Knight			273																							
Reo	9460	13099	11249	13700	10255	19394	21379	17320	11449	6761	3870	2623	3854	3894	3146											
Rickenbacker	2262	5958	6583	8049	4050																					
Rockne											††															
Rollin			3662	2088																						
Saxon	521																									
Star		75185	62037	70339	79314	55039	47954																			
Strns.Knight	1191	1543	1945	1573		927	1184																			
Stephens	2064	3156	1213																							
Studebaker	70419	94023	94700	107732	93482	86439	84545	‡82839	56525	46532	††41968	36242	41560	39573	67835	70054	41504	84660	102281	114331	58051	102123	143120	199460	268229	205514
Stutz	769	1602	1167	1190	3692	2906	2430																			
Terraplane											§28778	35831	40510	53838	78471	¶	¶									
Velie	3729	4151	4384	4715	3804	4046																				
Viking																										
Westcott	1024	862	377	245																						
Whippet						99533	191220	x	x	x	x															
W. Ste. Claire	2736	1554	2020	1796	1929																					
Willys-Knight	12578	31449	29872	40137	43498	39873	40140	x112983	x	x	x															
Willys-Over.									x65766	x51341	x25898	15667	6576	10439	12423	51418	13012	14734	21418	22102	2329	23400	21408	28576	33926	26049
Winton	461	340	129																							
Wolverine						2750																				
Yellow		1670	1499	1163																						
Electrics	405	368	76	22																						
Misc., Gas	17622	10593	6230	7854	16974	6815	7562	150511	43343	21272	5405	1245	324	1858	5294	1443	1516	2523	5254	3867	647	894	10433	10148	13259	20190
TOTALS	1568505	2487876	z2830122	2967755	3228695	2623538	3139579	3848937	2626068	1908016	1096399	1493794	1888557	2743908	3404497	3483752	1891021	2653377	3415905	3731166	1815196	3167231	3490952	4838342	6326438	5060903

*Auburn and Cord combined.
†Buick and Marquette combined.
‡Erskine and Studebaker combined.

zSales in Conn., Miss., Nev., Tenn., and Va. estimated.
xWhippet, Willys-Knight and Willys-Overland combined.
xxHenry J included.

§Essex and Terraplane combined.
¶Hudson and Terraplane combined.
**Oakland and Pontiac combined.
††Rockne and Studebaker combined.

Source: R. L. Polk & Co.

1952, 1953, 1954 and 1955 New-Car Registrations are on Page 48

HERE'S ADDED PROOF

Of The "Plus" Factors That Mean More For Dealers Who Sell Nash Cars!

1.

A TOTAL OF $25,000 PERSONAL AUTOMOBILE ACCIDENT INSURANCE TO BACK UP THE BIGGEST DIFFERENCE IN CARS TODAY!

As proof of our confidence in the superiority of Single-Unit Construction, Nash dares to give every buyer of a new and unused Rambler, Nash or Metropolitan, a total of $25,000 insurance divided equally between husband and wife protecting either or both against fatal injury in that car for one year after date of purchase.

Never before has a manufacturer dared make such an offer. Never before have automobile dealers been able to back up their sales claims with such substantial evidence of superiority.

Once again—Nash dealers enjoy a *plus* unmatched by any other dealer group in the industry . . . still more proof that it pays to sell Nash.

2.

$1,000,000 WARRANTY BOND TO MERCHANDISE NASH USED CARS!

There's nothing else like it in the industry! Only Nash gives this million dollar backing to the *used* cars sold by Nash dealers . . . and this support is really felt at the market place. Buyers are more confident, they know that they'll be protected against "a bad buy" under the terms of the Nash Bonded Used Car warranty. Dealers benefit, too. They can justify a higher price . . . and they move trade-ins faster. It will pay you to look into the liberal terms of a Nash Franchise. You'll find many other attractions that only Nash offers, proving how much it pays to sell Nash.

No Wonder Wise Auto Dealers Are Finding . . .

IT PAYS TO SELL *Nash*

NASH MOTORS DIVISION OF AMERICAN MOTORS CORPORATION

New Truck Registrations by Makes and Years, 1926-1955

Make	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955
Acme	483	452	388	300																						
Am. LaFrance			347	329																						
Armleder			79																							
Atterbury			141	141																						
Austin								1053	494	181												65	48	17		
Autocar	2548	2059	2353	2987	2009	1748	1015	1127	1139	1001	1451	2181	1617	2044	1944	2510	4755	4334	2770	1655	2072	2112	1595	1713	1041	
Available																			49	27	30	24	24	24		
Bantam														590	335	40										
Biederman																			5	5	8	1				
Brockway	1748	1871	2314	3063	*3780	*1685	752	875	1213	1245	1695	1593	1303	1815	1672	2294	3683	4255	2958	1626	2384	2182	1752	2080	1340	1144
Brown																			183	154	316	230	117	10		
Buick									152	116																
Chevrolet	55623	104832	133682	160959	118253	99600	60784	99880	157507	167129	204344	183674	119479	169457	185636	212797	171618	235803	302219	345519	414496	350344	272249	327960	293079	329791
Coleman																			6	4	11	1	1	1		
Commerce			65	16																						
Corbitt																			268	100	109	153	49	30		
Crosley																			2411	871	422	434	243	32		
Dart																			36	22	24	12	9	16		
Diamond T	1722	1834	2312	3586	2888	2483	2250	4139	5440	6454	8750	8118	4393	5412	6354	6077	5093	10475	10657	5172	5675	4508	3420	3398	2701	3697
Divco													1229	1481	1662	2306	3734	4893	5618	3577	4309	3752	2752	2569	2505	
Dodge	24281			28759	15558	13518	8744	28034	48252	61488	85295	64098	33656	48049	54323	62925	96490	126736	114431	116956	99716	106600	102129	82345	60658	66208
Dover				401																						
Duplex																			45	11	7	5	10	16		
Eng. Austin																			18	97	108					
Euclid																			120	42	59	89	39	27		
Fageol				792																						
Fargo			281	3391																						
Federal	5398	3848	3111	2854	2095	1523	1167	1360	1962	2190	2930	2339	1370	1837	1613	1611	4557	6020	4026	1225	1469	1008	841	986	248	
Ford	200163	99451	65247	223425	197216	138854	66937	62397	128250	185848	177244	189376	100959	128889	159514	174024	131469	186414	225729	202179	315912	250802	179523	266027	267799	295900
Freightliner													274	182	252	280			105	57	83	126	195			
FWD																	585	1195	811	337	323	501	543	359	393	
Garford	712	573	341	114																						
GMC	2797	6637	17568	14300	9004	6919	6359	6602	10449	11442	26980	43522	20152	34908	38841	45703	25645	49187	74857	80407	97200	100285	79612	82296	66644	84877
Gottfredson			460	190																						
Graham	24803	42359	36542																							
Gramm			75																							
Hahn				125															14	52						
Hendrickson																			58	59	88	103	71	106		
Hudson										638	1905	4823	719	409	760	736	2543	2534	117							
Indiana	944	1136	1290	1471			957	1252	729	862	1705	1371	435	178												
International	14247	16363	26196	31438	23703	21073	15752	26658	31555	53471	71958	76174	55836	66048	76833	92482	78392	113151	125203	91164	97818	95184	92788	95404	84222	100441
Kenworth																			478	392	673	668	705	747	697	
Kleiber			380	326																						
Larrabee			381	363																						
Linn																			81	23	9	1				
Mack	8718	6268	6898	6867	4943	2945	1425	1652	1830	1515	4226	5513	4406	6670	7736	9468	4687	10917	9795	6866	9908	9794	7138	6890	6098	10932
Mar. Herr.																			568	189	97	55	29	40		
Martini																			2	2						
McDonald																			4	2						
Moreland			686	715																						
Nash																			32	236	52	211	1047			
Oshkosh																			173	115	100	92	129	106		
Overland	813	399																								
Peterbilt																		195	279	249	280	301	236	332	344	
Pierce-Arrow	1177	613	803	494																						
Plymouth									123	660	2420	13709	6652	8294	9528	7732										
Pontiac		3611																		775	1362	908	541	468		
Relay			205	511																						
Renault																			2							
Reo	13466	10345	16325	13241	6427	5166	3187	3042	5035	5101	4227	4254	2929	853	624	1543	10489	12911	10773	4003	3876	3427	3393	3498	2283	3121
Republic	990	1093	686	435																						
Rugby			489	1248																						
Ruggles	430	295	127	16																						
Sanford			77																							
Schacht			395	280																						
Selden	551	408	430	269																						
Service			62	38																						
Star			471																							
Sterling	714	703	1049	1584	1224	739	227	108	134	174	277	311	267	326	341	440	510	576	411	229	354	334	250			
Stewart	1243	1541	1959	2160	2315	1394	867	684	736	880	1280	1148	390	70												
Studebaker			1340	1622	1518	3495	2430	†2413	1697	2100	3279	5129	2000	2110	1206	5078	25360	41861	50657	55099	45881	32675	28985	22473	10193	10817
Terraplane					‡589				517																	
Thames																			715	1216	258	171	118			
Walter																			132	76	82	80	100	62		
Ward LaFr.																		509	271	88	46	45	78	48		
Whippet			2681	5991																						
White	8872	7175	6272	6096	4395	2561	2138	1384	3963	3304	5757	5933	3514	4558	6468	9271	10117	13086	11603	8318	12050	12260	10858	12261	10340	14372
Willys					§4264	§3131	1132	233	25	2280	2441	1122	1889	1634	2291	2031	42135	49819	76484	32765	24640	24292	20356	17712	17523	27252
Willys-Knight			538	612																						
Yellow	1642	1079	148																							
Electrics			502	578																						
Miscellaneous	13256	13020	5406	4970	10307	6966	4290	2976	2684	2604	3480	3861	1880	934	1217	1349	3387	4261				15	126	259	993	8449
TOTALS	387341	327965	341122	527057	410488	313800	180413	245869	403886	510683	611644	618249	365349	486748	559150	640697	625249	879132	1035174	961961	1142307	1003850	812099	930312	829101	957001

*Includes Indiana. †Includes Rockne. ‡Essex in 1930. §Includes Whippet and Willys-Knight.

Source: R. L. Polk & Co.

Now its GO is as great as its GOODNESS!

No car in America has a finer—or more widely acknowledged—reputation for long life and dependability than Pontiac.

This is reflected in its popularity as a used car and its ability to consistently command top resale prices.

With the introduction of the 1956 model, Pontiac began earning a *new* reputation—and it earned it fast!

Its *new* reputation is for performance—performance second to no other car at any price. The 1956 Pontiac was, in fact, the surprise car of the year! America's most dependable car had now become its hottest!

But with the big change, one thing remained the same—the engineering concept that dependability comes first. The same advanced design and mechanical features that earned Pontiac its great name are found in Pontiac's Strato-Streak V-8, most modern power plant in the industry. If anything, the new Pontiac is even more dependable than ever.

That's the way it always will be. This year, next year, any year—Pontiac will be a good car, a great value and a wonderful product to represent.

PONTIAC

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

Motor Vehicle Registrations in Various Countries

As of January 1, 1955, or Latest Date Available (Shown After Country)

(Prepared by Automotive Div., Business and Defense Services Adm., Dept. of Commerce.)

COUNTRY	Passenger Cars	Taxicabs	Trucks	Busses	Truck-Trailers	TOTAL
Afghanistan 1-1-54 (1)	300	(2)	3,900	100	..	4,300
Albania 1-1-52 (3)	600	(2)	1,400	(4)	..	2,000
Algeria 1-1-54 (1)	57,100	(2)	37,684	1,266	..	96,050
Angola 1-1-54	10,350	(2)	6,538	(4)	..	16,888
Antigua 1-1-54 (1)	665	80	107	20	..	872
Arabia 1-1-54						
Aden Colony	2,361	(2)	978	(4)	..	3,339
Kuwait (1)	2,250	(2)	4,525	(4)	..	6,775
Peninsular States (1)	150	(2)	190	(4)	..	340
Saudi Arabia (1)	7,000	(2)	12,700	(4)	..	19,700
Argentina 1-1-54 (1)	242,164	14,642	143,935	15,385	..	416,126
Australia 6-1-54	1,200,555	(2)	605,735	(4)	..	1,806,290
Austria 10-31-53	74,221	(2)	52,831	3,690	37,120	167,862
Azores & Maderia 1-1-52	2,255	(2)	358	(4)	..	2,613
Bahamas 1-1-54	2,227	183	840	15	7	3,265
Bahrein 1-1-54 (1)	600	(2)	550	40	..	1,190
Barbados 1-1-54 (1)	4,161	(2)	1,045	156	..	5,362
Belgian Congo 1-1-53	17,913	(2)	20,663	300	702	39,578
Belgium 1-1-54	381,000	(2)	180,000	(4)	..	561,000
Bermuda 1-1-54 (1)	2,632	507	102	62	..	3,303
Bolivia 1-1-54	4,283	1,588	14,617	754	..	21,242
Borneo, North 1-1-54 (1)	800	(2)	(2)	(2)	..	800
Brazil 1-1-54	273,666	63,873	289,261	23,166	..	649,966
British East Africa:						
Kenya 9-30-53	19,923	(2)	19,543	743	1,052	41,261
Tanganyika 1-1-54 (1)	9,261	(2)	7,211	900	..	17,372
Uganda 1-1-53	5,543	(2)	6,254	387	77	12,261
Zanzibar 1-1-54 (1)	550	(2)	60	285	..	895
British Guiana 1-1-55	3,869	1,425	1,456	88	..	6,838
British Honduras 1-1-54 (1)	335	(2)	260	2	..	597
British Somaliland 1-1-54 (1)	100	(2)	800	(4)	..	900
British West Africa						
1-1-54 (1)	20,500	(2)	36,000	(4)	..	56,500
Gambia	n.a.	n.a.	n.a.	n.a.	..	n.a.
Gold Coast 1-1-54	7,475	(2)	8,801	208	..	*16,484
Nigeria 3-31-53	12,300	(2)	10,600	(4)	..	*22,900
Sierra Leone	n.a.	n.a.	n.a.	n.a.	..	n.a.
Bulgaria	4,500	(2)	9,000	1,000	..	14,500
Burma 1-1-54	10,026	(2)	8,945	5,357	..	24,328
Cambodia (See French Indo-China)						
Cameroon 1-1-54	3,200	(2)	8,600	(4)	..	11,800
Canada 1-1-54	2,513,138	(2)	866,303	12,162	80,673	3,472,276
Canary Islands 1-1-54 (1)	5,100	(2)	3,400	550	..	9,050
Cape Verde Islands 1-1-54 (1)	93	(2)	47	(4)	..	140
Cayman Islands 1-1-54 (1)	102	(2)	24	(4)	..	126
Ceylon 11-30-54	54,107	(2)	16,217	4,460	..	74,784
Chile 1-1-54 (1)	42,155	4,300	36,083	4,320	..	86,858
China (1)	5,000	(2)	69,000	6,000	..	80,000
Colombia 1-1-54 (1)	47,700	(2)	42,450	10,400	..	100,550
Cook Islands 1-1-54 (1)	77	(2)	107	(4)	..	184
Costa Rica 4-1-54	7,230	850	4,635	825	..	13,540
Cuba 1-1-55	90,466	21,688	39,199	4,735	..	156,088
Cyprus 1-1-55	6,919	1,087	4,863	(4)	..	12,869
Cyrenaica 1-1-54 (1)	425	(2)	(2)	(2)	..	425
Czechoslovakia (1)	105,000	(2)	61,500	1,800	..	168,300
Denmark 8-1-54	157,848	(2)	81,809	3,173	7,393	250,223
Dominica 1-1-54 (1)	138	(2)	201	(4)	..	339
Dominican Republic 6-30-53	5,673	1,995	5,008	545	1	13,221
Ecuador 1-1-54	5,500	(2)	10,000	2,300	..	17,800
Egypt 1-1-54	57,517	11,915	14,566	4,894	..	88,892
Eritrea 7-1-53	1,400	(2)	1,510	65	..	2,975
Ethiopia 1-1-54 (1)	5,400	(2)	4,000	105	..	9,505
Falkland Islands 1-1-54 (1)	91	(2)	71	(4)	..	162
Faroe Islands 1-1-53	170	(2)	292	(4)	..	462
Fiji Islands 1-1-54	1,988	492	1,525	(4)	22	4,027
Finland 1-1-55	72,000	(2)	53,000	(4)	..	125,000
Formosa 1-1-54	3,277	(2)	4,814	1,936	..	10,027
France 1-1-55	2,240,000	(2)	928,000	32,000	..	3,200,000
French Equatorial Africa 1-1-54 (1)	4,222	(2)	9,394	73	..	13,689
French Guiana 1-1-55	740	(2)	320	17	..	1,077
French Indo China						
1-1-54 (1)	30,500	(2)	12,500	(4)	..	43,000
Cambodia	n.a.	n.a.	n.a.	n.a.	..	n.a.
Laos	n.a.	n.a.	n.a.	n.a.	..	n.a.
Vietnam, North	n.a.	n.a.	n.a.	n.a.	..	n.a.
Vietnam, South 6-1-54	20,000	(2)	6,500	(4)	..	*26,500
French Somaliland 10-1-54 (1)	521	(2)	172	(4)	..	693
Germany, Federal Republic 1-1-54	1,254,300	(2)	967,300	23,500	..	2,245,100
Gibraltar 1-1-54 (1)	2,286	(2)	449	73	..	2,808
Greece 1-1-55	8,838	5,259	22,734	5,289	..	42,120
Greenland 4-1-53	1	0	99	1	..	101
Grenada 1-1-54 (1)	829	(2)	162	124	..	1,115
Guadeloupe 1-1-55	4,300	(2)	2,200	1,050	..	7,550
Guam 1-1-54 (1)	7,725	(2)	1,150	25	..	8,900
Guatemala 1-1-54	8,568	(2)	6,591	1,545	..	16,704
Haiti 1-1-55	4,970	(2)	2,921	233	..	8,124
Honduras 10-1-54	2,260	(2)	3,376	77	..	5,713
Hong Kong 11-1-53	12,223	626	3,435	520	20	16,824
Hungary (1)	5,500	(2)	9,000	1,500	..	16,000
Iceland 1-1-53	6,162	(2)	4,215	397	..	10,774
India 1-1-54	149,000	(2)	161,000	(4)	..	310,000
Indonesia 1-1-54	58,393	(2)	40,821	9,176	..	108,390
Iran 3-1-53	24,943	(2)	16,267	5,162	..	46,372
Iraq 1-1-54	8,525	5,357	8,027	3,606	110	25,625
Ireland 1-1-53	110,000	(2)	27,500	6,200	..	143,700
Italy 5-31-54	672,884	(2)	310,089	16,627	32,447	1,032,047
Israel 1-1-54 (1)	15,000	(2)	16,250	1,740	..	32,990
Jamaica 1-1-55	13,524	624	4,694	(6)	..	18,842
Japan 3-31-53	97,693	(2)	(5) 416,508	25,422	2,840	542,463
Jordan 12-1-54	1,730	1,479	3,710	647	140	7,706
Korea 1-1-54 (1)	1,500	(2)	13,000	(4)	..	14,500
Laos (See French Indo China)						
Lebanon 1-1-55	14,262	2,930	3,254	932	..	21,378
Liberia 1-1-54 (1)	1,350	(2)	1,100	10	..	2,460
Libya 3-1-54 (1)	3,762	(2)	618	(4)	..	4,380
Luxembourg 1-1-53	12,480	(2)	5,120	195	..	17,795
Macau 1-1-54 (1)	265	(2)	50	315	..	630
Madagascar 1-1-52	9,823	(2)	10,172	149	..	20,144
Maderia (See Azores)						
Malaya, Federation of 11-30-54	48,978	3,369	27,845	2,057	..	82,249
Maltese Islands 1-1-54	6,634	527	2,468	557	10	10,196
Martinique 1-1-55	4,900	300	3,525	800	..	9,525
Mauritius 1-1-54 (1)	5,069	(2)	1,827	222	..	7,118
Mexico 1-1-54	231,603	21,751	179,564	19,898	..	452,816
Monaco 1-1-54 (1)	1,900	(2)	(2)	(2)	..	1,900
Montserrat 1-1-54 (1)	96	18	13	7	..	134
Morocco:						
French 1-1-54	80,418	(2)	38,224	2,215	..	120,857
International 1-1-52	3,268	160	940	36	..	4,404
Spanish 1-1-52	1,320	325	1,162	250	1	3,057
Mozambique 1-1-54	8,884	(2)	9,745	(4)	..	18,629
Nauru, Trust Territory of 1-1-52	62	(2)	78	(4)	..	140
Netherlands 1-1-54	187,400	6,600	82,400	6,300	..	282,700
Netherlands West Indies:						
Aruba 5-1-52	3,505	146	1,046	31	..	4,728
Bonaire 1-1-50	65	(2)	39	(4)	..	104
Curacao 1-1-55	6,880	155	2,257	45	..	9,337
New Caledonia 1-1-54 (1)	2,948	(2)	1,875	(4)	..	4,823
New Guinea—See Papua						
New Zealand 3-31-54	323,641	4,253	165,607	3,986	48,675	546,162
Nicaragua 1-1-54 (1)	2,776	(2)	1,738	271	..	4,785
Norfolk Islands 1-1-52	103	(2)	66	(4)	..	169
Northern Ireland 9-30-53 (1)	63,378	1,201	23,994	1,516	..	90,089
Norway 1-1-53	73,804	4,933	65,993	4,063	7,879	156,722
Nyasaland 1-1-54 (1)	2,915	(2)	2,241	71	..	5,227
Pakistan 1-1-54	23,401	1,436	8,488	5,108	215	38,648
Panama 1-1-54	13,107	(2)	5,531	(4)	..	18,638
Papua and New Guinea 1-1-54 (1)	1,951	134	1,830	25	..	3,940
Paraguay 1-1-54	2,270	(2)	2,474	450	..	5,194
Peru 1-1-53	26,524	9,344	27,070	2,616	..	65,554
Philippine Islands 1-1-54 (1)	42,300	8,155	54,026	8,184	..	112,665
Poland 6-1-48	28,200	(2)	40,766	(4)	..	68,966
Portugal 1-1-55	89,766	(2)	37,792	(4)	..	127,558
Reunion 1-1-54	7,000	(2)	(2)	(2)	..	7,000
Rhodesia, Northern 1-1-54 (1)	13,100	(2)	9,300	(4)	..	22,400
Rhodesia, Southern 1-1-54 (1)	44,800	(2)	19,800	(4)	..	64,600
Rumania 1-1-52 (3)	14,000	(2)	10,000	2,000	..	26,000
Ryukyu Islands 1-1-54 (1)	700	(2)	1,670	280	..	2,650
St. Kitts & Nevis 1-1-54 (1)	198	(2)	93	(4)	..	291
St. Lucia 1-1-54 (1)	290	81	144	86	..	601
St. Pierre—Miquelon 1-1-54 (1)	58	(2)	63	(4)	..	121
St. Thomas—Principe 1-1-54 (1)	258	(2)	211	(4)	..	469
St. Vincent 1-1-52	250	(2)	70	(4)	..	320
Salvador El 1-1-54 (1)	7,150	(2)	4,400	830	..	12,380
Samoa 1-1-54 (1)	135	(2)	90	10	..	235
Sarawak 1-1-54 (1)	220	(2)	125	125	..	470
Seychelles 1-1-54 (1)	196	(2)	54	..	..	250
Siam 1-1-54 (1)	15,800	(2)	13,600	810	..	30,210
Singapore, Colonly of 1-1-55	34,498	1,710	9,432	1,065	93	46,798
Society Islands 1-1-54 (1)	1,800	(2)	(2)	(2)	..	1,800
Somalia 5-20-54	829	(2)	1,074	(4)	405	2,308
Southwest Africa 1-1-54	7,741	(2)	6,528	4	..	14,273
Spain 1-1-53	120,000	(2)	100,000	(4)	..	220,000
Sudan 1-1-54	5,337	864	5,578	357	1,303	13,439
Surinam 1-1-55	1,438	(2)	485	95	17	2,035
Sweden 1-1-54 (1)	416,000	12,000	105,925	8,400	..	542,325
Switzerland 1-1-53	187,879	(2)	40,508	(4)	..	228,387
Syria 1-1-54	7,541	810	6,674	1,562	..	16,587
Taiwan (See Formosa)						
Timor 1-1-54 (1)	106	(2)	178	(4)	..	284
Togoland 7-1-52	246	(2)	1,085	18	..	1,349
Trinidad & Tobago 1-1-55	15,142	4,742	6,479	340	571	27,274
Trust Territory of Pacific Islands 1-1-54 (1)	110	(2)	80	1	..	191
Tunisia 1-1-54	27,798	(2)	12,723	642	127	41,290
Turkey 9-1-54	28,060	(2)	34,040	5,228	..	67,328
Union of South Africa 1-1-54	542,740	(2)	152,399	5,022	..	700,161
United Kingdom 8-31-54	3,107,500	28,700	995,600	78,500	..	4,210,300
U. S. S. R.	2,600,000	(2)	(2)	(2)	..	2,600,000
Uruguay 1-1-54	48,012	(2)	40,100	1,523	..	89,635
Venezuela 1-1-54 (1)	89,813	19,280	59,035	4,590	..	172,718
Yugoslavia 1-1-54	10,049	(2)	21,129	1,562	2,993	35,733
Total countries other than U. S. and territories	18,987,513	271,944	8,258,206	420,349	224,891	28,162,903
United States (7)	47,377,970	(2)	9,162,444	(4)	..	56,540,414
Alaska 1-1-54 (1)	35,851	(2)	15,529	(4)	..	51,380
Hawaii 1-1-54 (1)	139,814	(2)	26,860	710	..	167,384
Puerto Rico 1-1-54 (1)	58,382	(2)	23,269	806	..	82,457
Virgin Islands 1-1-54 (1)	1,284	438	755	15	..	2,492
TOTAL—United States and Territories	47,613,301	438	9,228,857	1,531	..	56,844,127
GRAND TOTAL	66,600,814	272,382	17,487,063	421,880	224,891	85,007,030

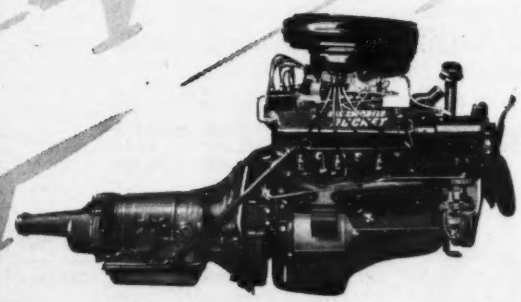
(1) Source: American Automobile
(2) Included with passenger cars
(3) United Nations
(4) Included with trucks
(5) Including 223,249 3-wheel small-size trucks
(6) Included with taxicabs
(7) Estimates as of 1-1-56 for passenger cars, trucks and buses
n.a. Not available
* Not included in grand total

2½ Million Rockets Strong!

Olds Dealers have the hottest prospect list of all . . . because Rocket owners like what they've got and come back for more!

High-powered salesmanship . . . in action! That's the success story behind Oldsmobile's sensational Rocket—the engine that started the whole high-compression era! Right from the start, this revolutionary power plant became fast friends with motorists everywhere! Rocket owners became "repeat" owners in record-breaking numbers . . . Olds dealers "Rocketed" away to ever-growing sales success!

This year, it's the same "Olds" story! The '56 Rocket out rockets them all—with 240 horsepower, 350 lb.—ft. torque, and a new high, 9.25 to 1 compression ratio. Teamed with new Jetaway Hydra-Matic*, it gives Oldsmobile's fast-moving sales team a smoother-than-ever, more-powerful-than-ever selling combination. And, with such extra feature attractions as the new "two-in-one" Intagrille Bumper, it's no wonder Olds dealers agree: "Oldsmobile's the deal for me!"



THE ROCKET'S GOT IT...IN ECONOMY, TOO!

Oldsmobile's power-famous engine proved it with a double victory in the '56 Mobilgas Economy Run! Both the "88" and "98" won first place in their fields!

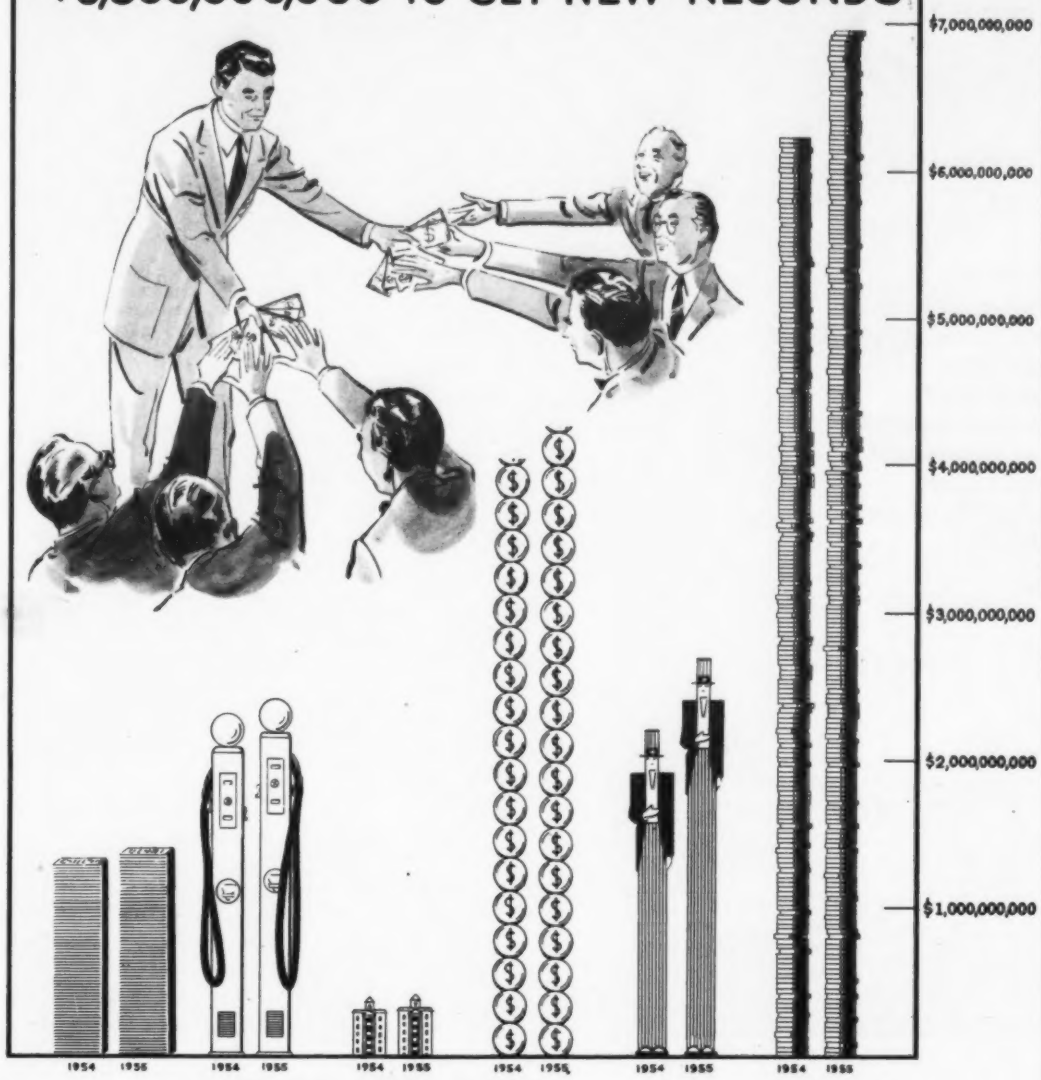
**Standard on Series Ninety-Eight; optional at extra cost on all other series.*

A QUALITY PRODUCT SOLD BY OLDSMOBILE QUALITY DEALERS!

OLDSMOBILE

DIVISION OF GENERAL MOTORS CORPORATION • LANSING, MICHIGAN

1955 MOTOR VEHICLE TAXES SURPASS $6,950,000,000 TO SET NEW RECORDS



	State Gross Registration Receipts (1)	State Gasoline Tax (Net) (1)	Municipal and County Taxes and Tolls (2)	Total Special Road Taxes	Federal Excise Taxes (3)	Total Special Taxes
1925	$ 260,583,000	$ 148,358,000	$ 43,085,000	$ 452,026,000	$ 145,302,000	$ 597,328,000
1926	288,236,000	187,603,000	50,051,000	525,890,000	96,432,000	622,322,000
1927	300,872,000	258,967,000	55,875,000	615,714,000	60,504,000	676,218,000
1928	322,577,000	305,234,000	61,738,000	689,549,000	28,222,000	717,771,000
1929	347,697,000	431,636,000	70,451,000	849,784,000	.....	849,784,000
1930	355,580,000	494,683,000	74,470,000	924,733,000	.....	924,733,000
1931	344,313,000	537,589,000	78,696,000	960,598,000	.....	960,598,000
1932	325,104,000	514,139,000	74,470,000	914,813,000	75,356,000	990,169,000
1933	301,314,000	519,403,000	75,460,000	896,177,000	230,649,000	1,126,826,000
1934	316,754,000	566,642,000	80,714,000	964,110,000	235,743,000	1,199,853,000
1935	335,401,000	619,677,000	87,822,000	1,042,900,000	256,671,000	1,299,571,000
1936	374,920,000	691,420,000	95,025,000	1,161,365,000	197,142,000	1,458,507,000
1937	415,829,000	761,998,000	101,539,000	1,279,366,000	326,515,000	1,605,881,000
1938	405,246,000	771,764,000	105,190,000	1,282,200,000	267,959,000	1,550,159,000
1939	430,549,000	821,656,000	117,207,000	1,369,412,000	324,012,000	1,693,424,000
1940	457,091,000	870,136,000	129,360,000	1,456,587,000	416,394,000	1,872,981,000
1941	511,242,000	957,312,000	144,360,000	1,612,914,000	572,759,000	2,185,673,000
1942	470,864,000	844,855,000	124,637,000	1,440,356,000	626,055,000	2,066,411,000
1943	449,724,000	659,125,000	104,722,000	1,213,571,000	445,814,000	1,659,385,000
1944	445,620,000	680,950,000	40,078,000	1,231,448,000	486,097,000	1,717,545,000
1945	467,589,000	783,691,000	117,693,000	1,368,973,000	556,963,000	1,925,936,000
1946	551,318,000	1,064,681,000	155,822,000	1,771,821,000	798,406,000	2,570,227,000
1947	646,097,000	1,206,305,000	183,038,000	2,035,440,000	1,039,373,000	3,074,813,000
1948	755,183,000	1,350,028,000	213,597,000	2,318,808,000	1,154,370,000	3,473,178,000
1949	833,639,000	1,474,508,000	235,699,000	2,543,846,000	1,280,663,000	3,824,509,000
1950	948,333,000	1,667,229,000	264,328,000	2,879,890,000	1,479,471,000	4,359,361,000
1951	1,054,136,000	1,812,624,000	289,693,000	3,156,453,000	1,547,775,000	4,704,228,000
1952	1,133,507,000	1,967,831,000	346,918,000	3,448,256,000	1,866,972,000	5,315,228,000
1953	1,249,928,000	2,155,110,000	378,000,000	3,783,038,000	2,183,486,000	5,966,524,000
1954	1,334,140,000	2,305,759,000	392,000,000	4,031,899,000	2,203,618,000	6,235,517,000
1955*	1,400,000,000	2,430,000,000	420,000,000	4,250,000,000	2,700,000,000	6,950,000,000

These are special taxes on motor vehicle users. Income and property taxes on motor vehicles, body, parts and tire factories, garages, dealers, repair shops, terminal and truck, taxicab and bus operating companies not included.
(1) U. S. Bureau of Public Roads Registration receipts include special motor carrier fees.
(2) Estimated from data compiled by the Board of Investigation and Research.
(3) Bureau of Internal Revenue and U. S. Bureau of Public Roads Not a road tax*
*Preliminary

Source: Automobile Manufacturers Assn.

Monthly Dealer Service Departmental Averages

Kind of service bought, percentagewise, to total repair orders written for 1955.

	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Year Av.
Lubrications	31.05	30.75	32.50	32.33	32.72	33.72	33.94	32.72	32.50	32.16	30.61	27.94	31.91
Oil Changes	24.15	24.20	25.20	25.61	26.33	26.61	26.56	25.66	25.23	25.22	23.11	21.55	24.95
Wash-Polish	8.15	8.35	9.15	8.61	7.67	7.27	7.22	6.66	6.83	8.83	6.61	6.55	7.66
Minor Motor Work	47.90	48.70	44.85	43.22	41.94	41.22	41.67	42.44	41.83	43.83	47.88	48.66	44.51
Major Motor Work	8.80	8.50	8.50	7.88	7.94	7.94	8.22	8.33	7.88	8.05	9.12	9.16	8.36
Brakes	12.40	12.45	13.15	14.00	14.00	14.61	14.28	14.16	13.45	14.05	12.72	11.61	13.40
Chassis	18.65	18.25	20.45	22.16	22.67	23.22	22.83	23.05	22.38	22.11	20.55	19.00	21.28
Body	11.75	11.80	12.80	12.94	12.89	13.39	12.56	12.88	13.11	12.77	12.33	11.94	12.60
Miscellaneous	9.90	10.40	10.45	9.94	9.83	9.28	8.83	8.88	8.44	9.16	11.11	10.38	9.72
Av. No. of Oper. Per Repair Order	1.72	1.73	1.77	1.76	1.74	1.77	1.76	1.74	1.68	1.72	1.70	1.66	1.73

Based on data from John E. Wolf Co.

Average Annual Employment, Wages in Auto Industry

Establishments primarily engaged in manufacturing motor vehicles, passenger-car bodies, truck and bus bodies, motor-vehicle parts and accessories, truck trailers and automobile trailers.

	All Employes	Production and Related Workers			
YEAR	Number (thousandths)	Number (thousandths)	Average Weekly Earnings	Average Weekly Hours	Average Hourly Earnings
1940	532	465	35.76	38.2	.936
1941	654	571	41.75	40.3	1.036
1942	576	490	52.88	45.2	1.170
1943	756	642	57.84	46.8	1.236
1944	793	663	58.89	46.3	1.272
1945	663	538	52.79	42.0	1.257
1946	662	544	50.61	37.8	1.339
1947	776.2	648.8	57.45	39.0	1.473
1948	789.3	654.6	61.86	38.4	1.661
1949	759.6	635.3	65.97	38.9	1.696
1950	825.2	701.6	73.25	41.2	1.778
1951	884.5	707.9	75.45	39.5	1.91
1952	790.2	644.4	82.82	40.6	2.04
1953	928.9	767.1	87.95	41.1	2.14
1954	780.6	628.4	89.32	40.6	2.20
1955*	921.2	761.0	97.82	42.7	2.29

*Preliminary. Source: U. S. Department of Labor, Bureau of Labor Statistics.

Number of Auto Workers By Months 1950-1955

Establishments primarily engaged in manufacturing motor vehicles, passenger-car bodies, truck and bus bodies, motor-vehicle parts and accessories, truck trailers and automobile trailers.

	All Employes	Production and Related Workers			
YEAR AND MONTH	Number (thousands)	Number (thousands)	Average Weekly Earnings	Average Weekly Hours	Average Hourly Earnings
1950—January	784.0	664.0	70.14	40.9	1.715
February	677.3	557.4	67.64	39.6	1.708
March	686.4	565.6	69.08	40.4	1.710
April	707.1	584.8	73.77	42.2	1.748
May	846.7	723.1	71.66	41.4	1.731
June	877.7	751.3	75.76	42.8	1.770
July	868.8	743.7	74.35	42.1	1.766
August	892.8	767.8	75.21	42.3	1.778
September	897.9	774.9	73.81	40.6	1.818
October	908.3	782.1	75.21	41.1	1.830
November	873.4	748.5	72.76	39.5	1.842
December	881.6	755.6	76.28	40.9	1.865
1951—January	889.9	754.8	71.58	38.9	1.84
February	911.5	776.6	74.19	40.1	1.85
March	917.5	778.4	75.76	40.3	1.88
April	895.7	758.8	74.24	39.7	1.87
May	874.2	737.9	74.43	39.8	1.87
June	860.3	724.8	74.69	38.9	1.92
July	814.5	680.1	73.15	37.9	1.93
August	803.1	667.6	76.43	39.6	1.93
September	806.7	670.4	77.21	39.8	1.94
October	797.4	659.7	77.21	39.8	1.94
November	784.8	647.0	76.25	39.1	1.95
December	777.9	639.1	79.99	40.4	1.98
1952—January	766.9	626.4	80.19	40.5	1.98
February	767.5	626.5	79.59	40.4	1.97
March	777.9	635.8	80.80	40.4	2.00
April	799.4	655.4	79.40	39.9	1.99
May	803.9	659.8	80.40	40.2	2.00
June	808.9	662.2	79.40	39.5	2.01
July	659.4	513.5	71.84	36.1	1.99
August	668.9	521.0	77.57	38.4	2.02
September	814.6	668.7	88.20	41.8	2.11
October	842.8	695.2	91.80	43.1	2.13
November	878.8	727.2	89.46	42.0	2.13
December	893.1	740.9	90.95	42.5	2.14
1953—January	912.0	758.6	86.94	41.4	2.10
February	942.2	785.5	88.40	41.7	2.12
March	966.4	806.5	88.41	41.9	2.11
April	978.8	818.8	88.83	41.9	2.12
May	970.8	806.7	87.15	41.5	2.10
June	960.7	796.1	89.23	41.5	2.15
July	959.6	791.1	87.91	40.7	2.16
August	930.5	764.0	88.58	41.2	2.15
September	893.5	729.4	86.58	39.9	2.17
October	889.2	726.1	88.13	40.8	2.16
November	860.1	698.6	87.02	40.1	2.17
December	883.3	723.9	87.42	40.1	2.18
1954—January	850.6	695.1	89.79	41.0	2.19
February	827.7	675.3	85.72	39.5	2.17
March	812.4	659.2	84.93	39.5	2.15
April	807.4	654.5	87.26	40.4	2.16
May	781.2	630.3	88.34	40.9	2.16
June	776.8	623.5	85.26	39.3	2.17
July	743.5	589.8	85.06	39.2	2.17
August	713.7	562.0	88.00	40.0	2.20
September	653.5	504.2	89.15	39.8	2.24
October	730.1	579.6	90.54	40.6	2.23
November	815.9	665.1	96.53	42.9	2.25
December	854.8	701.8	99.44	44.0	2.26
1955—January	883.6	729.5	96.75	43.0	2.25
February	905.4	750.1	98.99	43.8	2.26
March	929.4	772.7	100.56	44.3	2.27
April	946.8	789.1	97.88	43.5	2.25
May	947.7	788.6	101.00	44.3	2.28
June	942.4	782.3	89.20	40.0	2.23
July	921.2	760.5	97.75	42.5	2.30
August	883.8	721.6	94.45	41.5	2.30
September	851.1	689.4	96.23	41.3	2.33
October	874.7	710.7	98.46	41.9	2.35
November	976.1	811.2	104.96	44.1	2.38
December	991.6	826.8	97.63	41.9	2.33

*Preliminary estimates. Source: U. S. Department of Labor, Bureau of Labor Statistics.

Gasoline Consumption

By States, 1955

	Tax Rate* Cents	Gallons
Alabama	7	826,042,000
Arizona	5	359,695,000
Arkansas	6½	517,452,000
California	6	5,615,813,000
Colorado	6	595,460,000
Connecticut	6	672,868,000
Delaware	5	143,875,000
District of Columbia	6	207,137,000
Florida	7	1,373,086,000
Georgia	6½	1,104,241,000
Idaho	6	*249,839,000
Illinois	5	2,765,454,000
Indiana	4	1,641,182,000
Iowa	6	1,107,623,000
Kansas	5	1,027,915,000
Kentucky	7	778,836,000
Louisiana	7	832,418,000
Maine	7	292,568,000
Maryland	6	768,602,000
Massachusetts	5	1,211,930,000
Michigan	6	2,449,698,000
Minnesota	5	1,152,328,000
Mississippi	7	579,838,000
Missouri	3	1,558,176,000
Montana	7	276,356,000
Nebraska	6	568,258,000
Nevada	6	124,868,000
New Hampshire	5	172,206,000
New Jersey	4	1,806,242,000
New Mexico	6	335,344,000
New York	4	3,515,993,000
North Carolina	7	1,254,148,000
North Dakota	6	302,405,000
Ohio	5	2,913,861,000
Oklahoma	6½	921,447,000
Oregon	6	611,163,000
Pennsylvania	6	2,846,509,000
Rhode Island	4	233,687,000
South Carolina	7	627,314,000
South Dakota	5	328,877,000
Tennessee	7	974,778,000
Texas	5	4,438,232,000
Utah	5	293,699,000
Vermont	5½	119,007,000
Virginia	6	1,155,198,000
Washington	6½	863,794,000
West Virginia	6	461,372,000
Wisconsin	6	1,188,278,000
Wyoming	5	164,632,000
Total 48 States and D. of C.		54,329,744,000
Daily Average		148,849,000

* These are State tax rates per gallon. In addition there is the Federal tax of two cents per gallon.

Source: American Petroleum Institute.

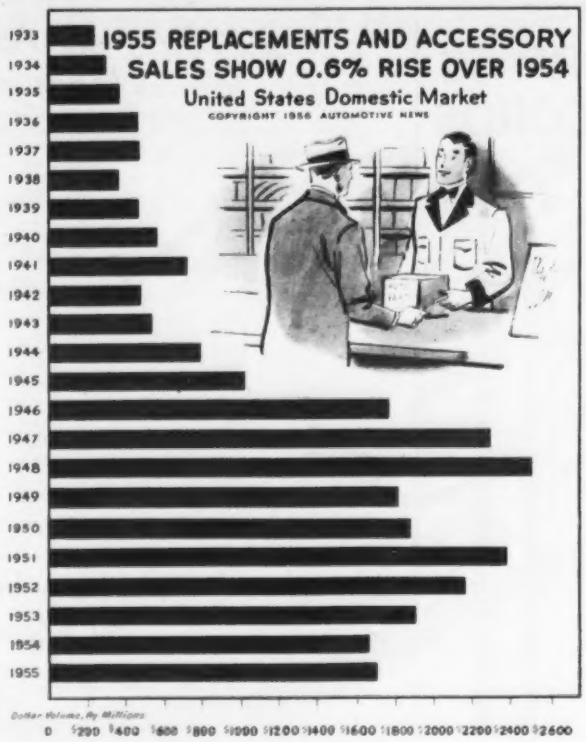
GASOLINE PRICES, 1955

Average 50 Representative Cities

CITY	*Price per Gal.
Portland, Me.	$ .2890
Manchester, N. H.	.2782
Burlington, Vt.	.2999
Boston, Mass	.2482
Providence, R. I.	.2157
Hartford, Conn.	.2282
Buffalo, N. Y.	.2928
New York, N. Y.	.2995
Newark, N. J.	.2323
Philadelphia, Pa.	.2582
Dover, Del.	.2922
Baltimore, Md.	.2909
Washington, D. C.	.2966
Charleston, W. Va.	.3045
Norfolk, Va.	.2823
Charlotte, N. C.	.3122
Charleston, S. C.	.3050
Atlanta, Ga.	.3053
Jacksonville, Fla.	.2863
Birmingham, Ala.	.2965
Vicksburg, Miss.	.3244
Memphis, Tenn.	.2803
Lexington, Ky.	.3056
Youngstown, Ohio	.2748
South Bend, Ind.	.2857
Chicago, Ill.	.2931
Detroit, Mich.	.3042
Milwaukee, Wis.	.2990
Twin Cities, Minn.	.2707
Fargo, N. D.	.2940
Huron, S. D.	.2925
Omaha, Neb.	.2883
Des Moines, Iowa	.2874
St. Louis, Mo.	.2740
Wichita, Kans.	.2648
Tulsa, Okla.	.2834
Little Rock, Ark.	.2790
New Orleans, La.	.2987
Houston, Texas	.2625
Albuquerque, N. M.	.3158
Denver, Colo.	.2860
Casper, Wyo.	.3254
Butte, Mont.	.3471
Boise, Idaho	.3282
Salt Lake City, Utah	.3016
Reno, Nev.	.3266
Phoenix, Ariz.	.2995
San Francisco, Calif.	.3011
Portland, Ore.	.2956
Spokane, Wash.	.3338
AVERAGE	$ .2907

* Includes State, Federal and local taxes. Housebrand (regular grade gasoline).

Source: The Texas Company.



Replacement Parts and Accessory Sales

Estimates Are Based on Federal Excise Tax Receipts

Calendar Year	Wholesale Value	Yearly Increase %	Calendar Year	Wholesale Value	Yearly Increase %
1933	$234,461,090	...	1944	789,200,000	49.6
1934	299,879,633	28.0	1945	1,037,800,000	31.5
1935	373,159,429	24.6	1946	1,750,200,000	68.6
1936	454,110,443	21.5	1947	2,309,200,000	31.9
1937	461,774,995	2.0	1948	2,451,500,000	6.2
1938	360,892,902	—21.6	1949	1,809,900,000	—26.2
1939	460,408,017	27.5	1950	1,881,700,000	4.0
1940	553,004,020	20.0	1951	2,399,400,000	27.5
1941	718,212,295	30.0	1952	2,164,300,000	— 9.8
1942	471,956,985	—34.3	1953	1,892,000,000	—12.58
1943	527,710,048	12.0	1954	1,689,200,000	—10.7
			1955†	1,700,000,000	0.6

NOTE: For year-to-year comparisons, probably the most comprehensive and accurate measure of the trend in the domestic market sales of repair parts and accessories is obtainable from the Federal excise tax collections. The wholesale value of parts and accessories taxable has been estimated by dividing the tax rate into the aggregate annual collections for years commencing March 1. (There is approximately a two-months' lag between the month in which sales are made and the month in which collections are normally reported.)

The Federal excise tax does not apply on parts and accessories exported, direct sales to governments*, sales of garage and service equipment and items which are used for a variety of purposes other than automotive, such as bolts, nuts, lacquers, paints, varnish, cloth, leather, etc., used in repairs.

†Preliminary

Source: Automobile Mfrs. Assn.

The Petroleum Picture

U. S. Production of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	1,037,800	2,843,288
1936	1,144,959	3,128,303
1937	1,331,127	3,646,923
1938	1,267,466	3,472,510
1939	1,319,110	3,614,000
1940	1,412,081	3,858,145
1941	1,486,518	4,072,652
1942	1,472,364	4,033,874
1943	1,595,729	4,371,860
1944	1,780,350	4,864,344
1945	1,828,539	5,009,696
1946	1,851,748	5,073,282
1947	1,989,850	5,451,643
1948	2,167,264	5,921,486
1949	1,999,215	5,477,301
1950	2,155,693	5,906,008
1951	2,452,676	6,719,700
1952	2,513,733	6,868,100
1953	2,596,166	7,112,800
1954	2,567,628	7,034,600
1955	2,749,023	7,531,600

Source: Bureau of Mines. American Petroleum Institute.

U. S. Consumption of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	983,317	2,694,019
1936	1,092,379	2,984,642
1937	1,169,205	3,203,301
1938	1,136,705	3,114,260
1939	1,230,486	3,371,195
1940	1,326,620	3,624,645
1941	1,485,779	4,070,627
1942	1,449,908	3,972,351
1943	1,521,426	4,168,290
1944	1,671,263	4,566,292
1945	1,772,685	4,856,671
1946	1,792,786	4,911,742
1947	1,989,803	5,452,000
1948	2,113,678	5,775,077
1949	2,118,250	5,803,425
1950	2,375,057	6,507,005
1951	2,569,827	7,040,600
1952	2,664,407	7,279,800
1953	2,775,321	7,603,600
1954	2,832,424	7,760,100
1955	3,071,648	8,415,500

Source: Bureau of Mines. American Petroleum Institute.

U. S. Exports of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	129,355	354,397
1936	132,369	361,664
1937	173,311	474,825
1938	194,145	531,904
1939	189,549	519,312
1940	130,466	356,464
1941	108,830	298,164
1942	116,907	320,293
1943	149,957	410,841
1944	207,616	567,257
1945	182,983	501,323
1946	153,123	419,515
1947	164,477	450,600
1948	134,674	367,962
1949	119,376	327,058
1950	111,306	304,948
1951	154,052	422,100
1952	158,188	432,200
1953	146,591	401,600
1954	129,733	355,400
1955	133,243	365,000

Source: Bureau of Mines. American Petroleum Institute.

U. S. Imports of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	52,635	144,205
1936	57,104	156,022
1937	57,157	156,595
1938	54,308	148,789
1939	59,060	161,808
1940	83,751	228,825
1941	97,142	266,142
1942	35,966	98,537
1943	63,412	173,732
1944	92,311	252,216
1945	113,619	311,285
1946	137,676	377,195
1947	159,389	436,682
1948	188,144	514,055
1949	235,559	645,367
1950	310,261	850,030
1951	308,194	844,400
1952	348,507	952,200
1953	377,499	1,034,200
1954	383,955	1,051,900
1955	455,794	1,248,800

Source: Bureau of Mines. American Petroleum Institute.

U.S. Automotive Tire, Tube Statistics

TIRES — Passenger Car

SHIPMENTS

	Original Equipment	Replacement	Export	Total	Production	Inventory
1929	17,511,752	43,916,524	2,049,509	63,477,785	62,809,887	10,806,961
1930	10,589,286	36,194,381	1,873,306	48,656,973	46,130,148	8,061,066
1931	8,275,291	35,984,807	1,247,803	45,507,901	44,378,021	7,024,207
1932	5,321,246	30,300,096	681,421	36,302,763	36,128,309	6,844,966
1933	9,031,274	29,137,759	737,208	38,906,241	39,976,453	7,986,820
1934	11,161,220	28,870,716	735,239	40,767,175	41,045,258	8,294,858
1935	17,063,692	26,035,729	947,564	44,046,985	43,255,729	7,054,179
1936	18,941,208	26,999,003	643,679	46,583,890	49,013,253	9,290,963
1937	20,054,754	26,177,433	696,273	46,928,460	46,496,958	8,744,761
1938	10,085,827	27,103,970	580,165	37,769,962	35,789,302	6,936,901
1939	15,742,253	33,470,797	607,229	49,820,279	49,932,954	7,107,493
1940	19,560,272	30,902,707	411,099	50,874,078	50,965,429	7,270,192
1941	19,855,693	34,118,268	586,423	54,560,384	50,391,918	3,165,132
1942	910,489	2,734,003	37,852	3,682,344	2,790,397	4,432,038
1943	81,917	10,605,445	71,655	10,759,017	7,620,440	1,132,259
1944	208,086	18,329,918	130,032	18,668,036	18,818,738	1,217,615
1945	1,115,295	25,462,305	222,375	26,799,975	28,199,792	2,214,517
1946	11,086,542	54,684,036	652,643	66,423,221	66,466,319	1,763,472
1947	19,644,143	52,857,228	1,608,082	74,109,453	77,795,299	5,444,071
1948	21,589,040	41,295,434	655,686	63,540,160	66,738,436	8,772,822
1949	28,128,583	36,439,572	508,565	65,076,720	65,140,287	8,903,731
1950	36,678,352	47,102,627	641,987	84,422,966	78,598,174	3,050,301
1951	26,728,553	34,226,242	723,242	61,678,037	65,545,941	6,973,419
1952	24,106,077	45,457,870	740,954	70,304,901	74,341,140	11,251,074
1953	33,098,490	45,874,056	806,199	79,778,745	81,430,817	13,043,064
1954	29,741,478	47,043,543	927,646	77,712,667	76,794,128	12,217,280
1955*	42,574,053	50,189,250	966,406	93,729,709	97,223,165	15,963,038

Truck and Bus

SHIPMENTS

	Original Equipment	Replacement	Export	Total	Production	Inventory
1929	1,877,011	3,168,347	871,712	5,917,070	5,915,954	1,030,999
1930	1,426,303	2,826,460	731,649	4,984,412	4,835,325	942,372
1931	1,217,988	2,771,043	563,757	4,552,788	4,362,255	750,513
1932	706,445	2,916,409	325,407	3,948,261	3,956,356	799,393
1933	1,455,575	3,356,675	375,223	5,187,473	5,327,777	901,250
1934	2,114,883	3,405,098	399,389	5,919,370	6,187,490	1,160,127
1935	2,199,903	3,369,883	566,358	6,136,144	6,106,052	1,141,684
1936	2,504,906	3,867,583	429,120	6,801,609	7,027,512	1,426,493
1937	2,297,847	3,708,893	550,188	6,556,928	6,813,015	1,638,474
1938	1,430,303	3,463,268	468,769	5,362,340	5,117,433	1,514,489
1939	2,465,303	4,551,237	671,956	7,688,496	7,679,777	1,557,012
1940	2,692,597	4,442,949	764,813	7,900,359	8,220,994	1,856,336
1941	4,924,615	5,776,145	902,790	11,603,550	11,148,278	1,270,933
1942	5,769,699	6,137,864	169,473	12,077,036	12,560,987	1,815,169
1943	6,045,703	7,941,218	153,800	14,140,721	12,802,789	751,238
1944	6,446,428	8,108,959	132,568	14,687,955	14,626,833	795,020
1945	4,868,993	11,016,111	282,028	16,167,132	16,324,121	862,664
1946	4,223,610	10,806,211	859,369	15,889,190	15,831,862	684,800
1947	5,411,521	10,013,994	1,648,396	17,073,911	17,754,837	1,505,221
1948	5,256,413	7,852,877	1,131,812	14,241,102	14,575,981	1,925,403
1949	3,455,781	7,026,115	958,420	11,440,316	11,228,440	1,734,456
1950	4,670,783	9,704,975	788,450	15,164,208	14,155,842	743,216
1951	5,424,030	10,385,636	954,018	16,763,684	17,859,036	1,791,367
1952	5,377,635	8,884,074	779,007	15,040,716	16,069,975	2,859,156
1953	4,837,634	9,317,012	733,954	14,888,600	14,690,498	2,662,741
1954	3,591,223	8,111,034	825,601	12,527,858	12,346,811	2,544,705
1955*	4,800,314	9,056,789	912,223	14,769,326	14,955,092	2,815,258

INNER TUBES — Passenger Car

SHIPMENTS

	Original Equipment	Replacement	Export	Total	Production	Inventory
1945	1,114,505	23,385,741	158,031	24,658,277	25,710,742	2,247,325
1946	11,125,433	49,655,264	596,402	61,377,099	62,411,547	2,603,978
1947	19,688,340	39,772,191	1,192,313	60,652,844	65,011,725	6,119,098
1948	21,629,001	34,821,337	397,458	56,847,796	58,543,777	7,769,492
1949	28,095,248	26,647,426	333,741	55,076,415	56,437,987	8,876,530
1950	36,719,625	36,037,257	402,320	73,159,202	69,131,682	5,475,671
1951**	26,634,864	26,123,674	470,526	53,229,064	54,386,178	8,026,550
1952	24,155,175	27,560,622	497,143	52,212,940	53,549,988	9,616,668
1953	33,141,770	30,117,985	426,275	63,686,030	63,424,183	9,650,503
1954	21,528,283	29,869,016	442,961	51,840,260	49,056,789	7,534,559
1955*	614,957	27,035,691	424,789	28,075,437	24,531,783	4,541,547

**From 1951 on, figures include motorcycle tubes.

Truck and Bus

1945	4,873,005	10,519,860	253,104	15,645,969	16,030,899	1,380,156
1946	4,201,388	9,701,563	827,634	14,730,585	14,839,448	1,215,666
1947	5,357,219	6,787,727	1,290,352	13,435,298	14,168,846	1,940,217
1948	5,203,964	5,726,196	721,298	11,651,458	11,489,113	1,871,746
1949	3,425,293	4,802,394	553 599	8,781,286	8,676,233	1,780,631
1950	4,520,772	6,633,894	409,015	11,563,681	11,047,268	1,249,404
1951	5,516,560	6,160,149	600,727	12,277,436	12,862,707	2,067,908
1952	5,295,379	5,424,163	516,467	11,236,009	11,523,419	2,419,128
1953	4,815,109	5,953,901	451,851	11,220,861	11,000,880	2,223,981
1954	3,542,681	5,707,480	502,314	9,752,475	9,222,202	1,984,683
1955*	4,386,541	6,351,317	575,723	11,313,581	11,367,946	2,291,732

*Preliminary estimate.

Source: Rubber Manufacturers Association.

GASOLINE PRICES AND TAXES, 1920-1955

Yearly Averages from 50 Representative Cities in the United States

	Tank Wagon (Ex. Tax)	Service Station (Ex. Tax)	Gasoline Taxes	Service Station (Inc. Tax)
1920	$ .2805	$ .2974	$ .0009	$ .2983
1921	.2409	.2611	.0020	.2631
1922	.2263	.2482	.0038	.2520
1923	.1866	.2106	.0091	.2197
1924	.1686	.1946	.0148	.2094
1925	.1746	.2009	.0211	.2220
1926*	.1744	.2097	.0241	.2338
1927	.1500	.1828	.0281	.2109
1928	.1483	.1790	.0304	.2094
1929	.1458	.1792	.0350	.2142
1930	.1248	.1616	.0379	.1995
1931	.0965	.1298	.0400	.1698
1932	.1008	.1330	.0463	.1793
1933	.0942	.1241	.0541	.1782
1934	.0981	.1364	.0521	.1885
1935	.0973	.1355	.0529	.1884
1936	.1021	.1410	.0535	.1945
1937	.1053	.1459	.0540	.1999
1938	.1004	.1407	.0544	.1951
1939	.0958	.1331	.0544	.1875
1940	.0908	.1275	.0566	.1841
1941	.0949	.1330	.0593	.1923
1942	.1044	.1446	.0597	.2043
1943	.1045	.1456	.0597	.2053
1944	.1049	.1462	.0597	.2059
1945	.1033	.1448	.0602	.2050
1946	.1040	.1469	.0608	.2077
1947	.1233	.1693	.0618	.2311
1948	.1455	.1954	.0634	.2588
1949	.1505	.2027	.0652	.2679
1950	.1510	.2008	.0668	.2676
1951	.1533	.2031	.0684	.2715
1952	.1527	.2024	.0732	.2756
1953	.1595	.2128	.0741	.2869
1954	.1619	.2156	.0748	.2904
1955	.1618	.2142	.0765	.2907

*1926 and subsequent are "Posted Dealer Tank Wagon" prices.

Source: Am. Pet. Inst.

Why this year's Almanac— and all weekly copies of Automotive News are now printed on this dynamic, new press

Here are just a few examples of the wide variety of work which can be performed on this versatile press. The next time you are planning a catalog, parts book, catalog saver, booklet, magazine or circular—check the advantages of "the Safran-way".

Here is big news for 1956—AUTOMOTIVE NEWS is now printing *every* issue on Safran's new offset rotary magazine press pictured above. Why this revolutionary change? . . .

As the newspaper of the automotive industry, AUTOMOTIVE NEWS has to hold back its printing date to the last possible second to insure its readers of the most and the latest news. This new method of offset publication printing gives you. . . .

MORE TIME

Has actually saved—in many cases—up to *seventy-two* hours in starting the presses. This on a weekly publication!

MORE QUALITY

As you read your copy of this Almanac, note the true, brilliant tone in all multi-color advertisements. Compare it with the finest magazine printing you've ever seen—and make your own decision.

MORE ECONOMY

If your circulation is between 20,000 and 300,000 all of these advantages in TIME and QUALITY will be yours at a lower PRICE. This modern heat-dried printing method will stretch your calendar and printing budget. Our research has made preparation easier, quicker, cheaper.

MORE CAPACITY

This press prints both sides of the paper web at once, 320,000 TWO-COLOR or 160,000 FOUR-COLOR folded, heat-dried 8½ x 11 pages per hour. This new Safran equipment is a masterful combination of lithograph machinery advancement and years of printing research.

MORE TO SEE

You'll want to see it perform as soon as possible—and you can. Safran will welcome the opportunity to show it to you. Write or phone today for an appointment. Find out why AUTOMOTIVE NEWS made THE BIG CHANGE and what it can mean to you and your future printing costs. SEE US IN ACTION!

THE *Safran*

PRINTING COMPANY

WALNUT 1-4560
3939 BELLEVUE AVENUE
DETROIT 7, MICHIGAN

Radio and Television Network Expenditures for Passenger Car Advertising: 1950-1955

	1951 Radio	1951 Television	1951 Total	1952 Radio	1952 Television	1952 Total	1953 Radio	1953 Television	1953 Total	1954 Radio	1954 Television	1954 Total	1955 Television
AMERICAN MOTORS													
Hudson	.....	$ 163,177	$ 163,177	.....	.....	.....	$ 64,701	.....	$ 64,701	.....	.....	.....	.....
Nash	.....	874,132	874,132	.....	$ 848,025	$ 848,025	.....	$ 8,775	8,775	$ 40,477	$ 181,242	$ 221,719	.....
Combination & Institutional	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	406,245	406,245	$ 2,605,303
TOTAL	.....	1,037,309	1,037,309	.....	848,025	848,025	64,701	8,775	73,476	40,477	587,487	627,964	2,605,303
CHRYSLER CORP.													
Chrysler	.....	.....	.....	.....	.....	.....	1,227	.....	1,227	.....	1,577,026	1,577,026	6,415,805
DeSoto	.....	967,680	967,680	.....	1,456,314	1,456,314	.....	1,910,421	1,910,421	826,278	2,375,991	3,202,269	2,745,133
Dodge	.....	295,956	295,956	.....	.....	.....	.....	.....	.....	839,713	2,541,601	3,381,314	4,900,603
Plymouth	$ 46,700	.....	46,700	$ 149,445	155,048	304,493	81,300	168,030	249,330	201,221	1,756,214	1,957,435	2,939,772
DeSoto-Plymouth	834,161	.....	834,161	795,876	.....	795,876	822,428	.....	822,428	.....	.....	.....	.....
Other Comb. & Inst.	.....	.....	.....	.....	.....	.....	.....	928,341	928,341	.....	570,123	570,123	271,456
TOTAL	880,861	1,263,636	2,144,497	945,321	1,611,362	2,556,683	904,955	3,006,792	3,911,747	1,867,212	8,820,955	10,688,167	17,272,769
FORD MOTOR CO.													
Ford	.....	1,838,108	1,838,108	143,778	1,224,615	1,368,393	200,769	1,538,304	1,739,073	774,408	2,371,016	3,145,424	3,997,070
Lincoln-Mercury	.....	1,185,595	1,185,595	.....	1,841,225	1,841,225	.....	2,568,280	2,568,280	.....	3,601,290	3,601,290	4,651,730
Other Comb. & Inst.	.....	.....	.....	.....	.....	.....	.....	208,996	208,996	.....	.....	.....	.....
TOTAL	.....	3,023,703	3,023,703	143,778	3,065,840	3,209,618	200,769	4,315,580	4,516,349	774,408	5,972,306	6,746,714	8,648,800
GENERAL MOTORS CORP.													
Buick	86,389	.....	86,389	92,337	188,350	280,687	70,810	863,753	934,563	165,104	1,940,622	2,105,726	2,068,876
Cadillac	.....	.....	.....	.....	.....	.....	63,330	.....	63,330	.....	19,878	19,878	21,837
Chevrolet	5,526	143,865	149,391	63,602	1,318,370	1,381,972	960,947	1,348,010	2,308,957	1,734,657	2,298,920	4,033,577	4,944,997
Oldsmobile	.....	1,441,290	1,441,290	138,089	1,374,790	1,512,879	.....	2,075,899	2,075,899	105,848	2,268,914	2,374,762	1,726,567
Pontiac	96,485	20,785	117,270	28,635	177,848	206,483	.....	587,430	587,430	.....	1,496,535	1,496,535	1,468,061
Combination & Institutional	510,344	7,250	517,594	500,930	1,182,007	1,682,937	703,867	2,156,773	2,860,640	620,517	154,723	775,240	47,769
TOTAL	698,744	1,613,190	2,311,934	823,593	4,241,365	5,064,958	1,798,954	7,031,865	8,830,819	2,625,126	8,179,592	10,804,718	10,278,107
STUDEBAKER-PACKARD													
Packard	.....	302,672	302,672	.....	27,882	27,882	472,622	112,004	584,626	.....	298,240	298,240	.....
Studebaker	.....	.....	.....	.....	.....	.....	.....	71,902	71,902	.....	.....	.....	.....
TOTAL	.....	302,672	302,672	.....	27,882	27,882	472,622	183,906	656,528	.....	298,240	298,240	.....
KAISER MOTORS													
Kaiser	.....	283,692	283,692	.....	378,265	378,265	1,087,055	140,078	1,227,133	1,148,129	.....	1,148,129	807,678
Willys	.....	.....	.....	228,278	79,194	307,472	1,177,780	547,971	1,725,751	568,899	.....	568,899	740,176
TOTAL	.....	283,692	283,692	228,278	457,459	685,737	2,264,835	688,049	2,952,884	1,717,028	.....	1,717,028	1,547,854
GRAND TOTAL	$1,579,605	$7,524,202	$9,103,807	$2,140,970	$10,251,933	$12,392,903	$5,706,836	$15,234,967	$20,941,803	$7,024,251	$23,858,580	$30,882,831	$40,352,833

Gross time for network facilities only. Cost of programs not included.

Source: Publishers Information Bureau.

U. S. Motor Vehicle Imports—1955

Imported From:	Passenger Cars New No.	Passenger Cars New Value	Truck, Buses & Chassis—New No.	Truck, Buses & Chassis—New Value	Total No.	Total Value
Canada	79	$ 92,509	333	$ 536,130	412	$ 628,639
Mexico	2	4,003	....	.....	2	4,003
Bahamas	2	2,161	....	.....	2	2,161
Sweden	12	14,285	....	.....	12	14,285
United Kingdom	20,633	27,955,488	38	49,635	20,671	28,005,123
Netherlands	56	95,051	....	.....	56	95,051
Belgium	79	73,744	....	.....	79	73,744
France	1,511	1,358,199	....	.....	1,511	1,358,199
West Germany	34,487	38,784,011	1,009	1,173,665	35,496	39,957,676
Czechoslovakia	4	3,365	....	.....	4	3,365
Switzerland	2	4,255	....	.....	2	4,255
Spain	1	633	....	.....	1	633
Italy	226	827,351	....	.....	226	827,351
Australia	2	3,368	....	.....	2	3,368
Other Countries	22	24,013	....	.....	22	24,013
TOTAL	57,118	$69,242,436	1,380	$1,759,430	58,498	$71,001,866

Source: U. S. Department of Commerce.

U. S. Imports of Motor Vehicles 1940 - 1955

	Passenger Cars New	Passenger Cars Used	Trucks	Total
1940	253	302	0	555
1946	1,375	575	15	1,965
1947	1,456	646	22	2,124
1948	28,047	381	684	29,112
1949	7,543	308	515	8,366
1950	21,287	321	81	21,689
1951	23,701	462	250	24,413
1952	33,312	633	483	34,428
1953	29,505	862	337	30,704
1954	34,555	769	479	35,803
1955	57,115	1,123	1,310	59,548

Source: U. S. Department of Commerce.

U. S. Imports of Trucks and Buses, 1940-1955

	Trucks Valued $1,000 or More Each No.	Trucks Valued $1,000 or More Each Value	Truck & Bus Chassis — $750 or More Each No.	Truck & Bus Chassis — $750 or More Each Value	Truck Bodies Valued $250 or More Each No.	Truck Bodies Valued $250 or More Each Value
1940	...	$	...	$	...	$ .....
1941	3	4,607	...	.....	...	.....
1942	26	205,214	1	800	...	.....
1943	50	75,438	9	13,500	...	.....
1944	26	81,876	1	1,845	...	.....
1945	4	5,451	1	756	...	.....
1946	8	11,711	7	8,328	...	.....
1947	18	28,521	4	6,543	...	.....
1948	423	520,007	261	219,537	...	.....
1949	458	605,857	57	78,358	...	....
1950	65	143,339	16	15,331	36	24,776
1951	182	320,971	67	87,658	20	13,080
1952	348	555,944	133	252,155	8	11,377
1953	279	439,168	58	103,047	64	64,631
1954	426	621,394	53	119,059	95	109,153
1955	1,245	1,566,683	87	137,310	48	55,437

Source: Automotive Div., Business and Defense Services Adm., Dept. of Com., Wash., D. C.

United States Exports of Passenger Cars and Chassis, 1935-55

Includes assembled units only.

Year	Under $850 Units	Under $850 Value	$850-$1,200 Units	$850-$1,200 Value	$1,200-$2,000 Units	$1,200-$2,000 Value	Over $2,000 Units	Over $2,000 Value	Total Units	Total Value
1935	161,535	$ 81,867,580	8,759	$ 8,304,968	1,463	$2,224,426	815	$2,113,783	172,572	$ 94,510,757
1936	165,501	86,788,566	11,758	11,238,283	1,817	2,722,621	881	2,274,784	179,957	103,024,254
1937	208,409	111,871,549	17,742	16,780,291	2,397	3,648,664	938	2,514,221	229,486	134,814,725
1938	141,305	78,341,388	17,353	16,734,848	2,356	3,500,441	598	1,566,534	161,612	100,143,211
1939	122,444	68,359,398	13,008	12,399,486	2,057	2,968,351	357	931,166	137,866	84,658,401
1940	76,670	44,753,019	10,567	9,989,458	1,390	1,992,036	179	519,224	88,806	57,253,737
1941	62,285	38,855,637	16,387	15,625,041	2,517	3,527,239	557	2,694,731	81,746	60,702,648
1942	6,127	4,348,157	6,947	6,930,128	639	924,390	238	997,069	13,951	13,199,744
1943	640	410,758	739	736,968	587	876,062	122	396,718	2,092	2,424,583
1944	31	21,539	490	564,164	875	1,443,190	253	755,540	1,654	2,791,252
1945	468	373,576	426	421,159	241	409,243	71	243,398	1,206	1,447,376
1946*	.....	.....	.....	.....	....	.....	...	.....	116,994	122,500,568
1947	.....	.....	.....	.....	....	.....	...	.....	266,795	335,330,258
1948	.....	.....	.....	.....	....	.....	...	.....	217,305	279,837,012
1949	.....	.....	.....	.....	....	.....	...	.....	140,211	205,074,032
1950	.....	.....	.....	.....	....	.....	...	.....	125,987	186,177,925
1951	.....	.....	.....	.....	....	.....	...	.....	223,528	347,384,979
1952	.....	.....	.....	.....	....	.....	...	.....	141,026	243,976,057
1953	.....	.....	.....	.....	....	.....	...	.....	154,459	276,020,378
1954	.....	.....	.....	.....	....	.....	...	.....	173,069	300,349,922
1955	.....	.....	.....	.....	....	.....	...	.....	211,422	380,370,461

*Classification combined into one in 1946.

Source: Automotive Div., Business and Defense Services Adm., Dept. of Com., Wash., D. C.

1955 National Advertising Investment—Automotive, Automotive Accessories & Equipment

(Source: P.I.B.—Cost of space only in magazines and newspaper supplements; time only in network Television.)

	Magazines & Supplements	Network Television	Total
I. Manufacturers Investing $500,000 or more in these media for auto product advertising.			
Allis-Chalmers	$ 1,005,323	.....	$ 1,005,323
American Motors	2,055,791	$ 3,030,253	5,086,044
Atlas Supply Corp.	693,089	.....	693,089
Caterpillar Tractor Co.	700,216	.....	700,216
Champion Spark Plug	1,608,908	.....	1,608,908
Chrysler Corp.	10,520,999	17,272,769	27,793,768
Electric Auto-Lite Co.	542,701	.....	542,701
Firestone Tire & Rubber	2,291,212	1,561,750	3,852,962
Ford Motor Co.	9,967,168	8,648,800	18,615,968
General Motors Corp.	30,381,794	14,077,573	44,459,367
General Tire & Rubber Co.	1,121,225	67,151	1,188,376
B. F. Goodrich Co.	1,717,515	966,903	2,684,418
Goodyear Tire & Rubber Co.	4,474,038	2,195,411	6,669,449
International Harvester Co.	1,145,510	640,065	1,785,575
Kaiser Motors Corp.	228,018	.....	228,018
Studebaker-Packard	2,783,911	1,547,854	4,331,765
U. S. Rubber Co.	1,498,647	53,618	1,552,265
II. Total Investment in Automotive Categories			
Passenger Cars, Trucks and Tractors	47,937,179	40,504,875	88,442,054
Tires and Tubes	8,172,564	4,806,903	12,979,467
Auto Accessories and Equipment	13,653,018	1,747,582	15,400,600
TOTAL	$69,762,761	$47,059,360	$116,822,121

United States Automotive Exports—1955

	Number	Value
Asbestos Clutch Facing	.....	$ 927,597
Asbestos Brake Lining, Molded	.....	635,674
Asbestos Brake Lining, Woven	.....	392,507
Asbestos Brake Lining Sets	.....	3,967,134
Batteries 6 and 12 Voltage	403,500	5,516,242
Spark Plugs	23,367,122	6,978,885
Starting, Lighting and Ignition Equipment	.....	26,760,451
Gasoline and Oil Pumps	25,463	5,473,088
Lubrication Equipment and Parts	.....	5,865,565
Motor Trucks and Truck Chassis	54,427	79,154,335
5,001 - 10,000 Lbs. GVW	39,178	59,803,903
10,001 - 14,000 Lbs. GVW	6,533	10,760,948
14,001 - 16,000 Lbs. GVW	31,698	57,985,065
16,001 - 19,500 Lbs. GVW	24,203	53,327,170
19,501 Lbs. GVW and Over	10,888	49,084,636
19,500 Lbs. GVW and Under (Diesel)	253	1,078,367
Over 19,500 Lbs. GVW (Diesel)	1,671	17,577,942
Commercial Buses (Gasoline)	6,146	15,221,489
Commercial Buses (Diesel)	363	7,017,595
Trucks, Buses and Chassis (Used)	3,810	6,441,555
Passenger Cars and Chassis (New)	211,422	380,370,461
Passenger Cars and Chassis (Used)	6,663	6,671,088
Special-Purpose Commercial Vehicles	1,111	6,356,328
Used Special-Purpose Commercial Vehicles	313	674,410
Commercial Trailers, 5 Tons and Over	1,638	6,782,709
Commercial Trailers, N.E.C.	3,413	5,297,418
Parts for Commercial Trailers, N.E.C.	.....	3,279,704
Diesel Engines for Assembly	372	1,707,905
Gasoline Engines for Assembly	7,945	2,959,713
Passenger Car Engines for Assembly	16,178	2,314,098
Diesel Engines for Replacement	1,756	3,457,386
Gasoline Engines for Replacement	21,807	4,865,017
BODIES:		
Truck and Bus for Assembly	6,515	5,181,242
Truck and Bus, for Replacement	1,290	889,509
Automobile, for Assembly	559	170,845
Leaf Springs and Spring Leaves, for Replacement	.....	3,813,674
Shock Absorbers and Parts, N.E.C.	.....	4,016,052
Motor Vehicle Instruments and Parts, N.E.C.	.....	925,209
Auto Parts and Accessories, for Assembly, N.E.C.	.....	208,549,790
Auto Parts and Accessories, for Replacement, N.E.C.	.....	215,380,066
Auto Heaters, Etc. and Parts, N.E.C.	.....	2,464,535
Auto Accessories and Parts, N.E.C.	.....	5,916,238
Service Appliances and Parts, N.E.C.	.....	13,334,736
TOTAL VALUE OF EXPORTS LISTED	.....	$1,289,348,281

Source: Bureau of the Census, U. S. Dept. of Commerce.

The
INTERNATIONAL
Truck Dealer
profits from

LEADERSHIP
Year after Year...

in the heavy-duty field

in the 6-wheel field

in the multi-stop field

The INTERNATIONAL Truck Dealer has a powerful partner on his sales force. It's *owner regard* for INTERNATIONAL Trucks—*owner loyalty* that has made INTERNATIONAL Trucks the heavy-duty, 6-wheel and multi-stop leader for years and years.

INTERNATIONAL Truck quality keeps owners coming back for more. They give the INTERNATIONAL Truck Dealer a flow of repeat sales that grows and grows and grows!

And that's only one of the benefits an INTERNATIONAL Truck Dealer enjoys. *Every truck owner is his prospect* because he sells the world's most complete truck line—with trucks for every job from 4,200 to 90,000 pounds—32 engines—every feature for *exact* job specialization. And he sells the only *complete line* of trucks that are *all-truck,* with no passenger car engines or components—trucks that save the BIG money, the operating and maintenance money.

A few choice franchises are open. If you are interested in profits from truck leadership, write in strict confidence to: ***Manager of Sales,* Motor Truck Division, INTERNATIONAL HARVESTER COMPANY, 180 N. Michigan Ave., Chicago 1, Illinois.**

All-Truck Built to save the BIG money!

INTERNATIONAL® TRUCKS

Motor Trucks • Crawler Tractors • Industrial Power
McCormick® Farm Equipment and Farmall® Tractors

Accident Statistics for 1955

Types of Accidents Resulting in Deaths

COLLISION WITH:	1955 Persons Killed	Per-cent	1954 Persons Killed	Per-cent
Automobile	14,860	39.3	13,600	38.3
Non-Collision	8,430	22.3	8,310	23.4
Pedestrian	8,130	21.5	7,700	21.7
Fixed Object	4,420	11.7	3,980	11.2
Railroad Train	1,280	3.4	1,250	3.5
Bicycle	490	1.3	460	1.3
Other Vehicle	80	.2	70	.2
Miscellaneous	110	.3	130	.4
TOTAL	37,800	100.0	35,500	100.0

Types of Accidents Resulting in Injuries

COLLISION WITH:	1955 Persons Injured	Per-cent	1954 Persons Injured	Per-cent
Automobile	1,517,070	70.3	1,321,040	67.4
Pedestrian	222,270	10.3	227,360	11.6
Non-Collision	220,120	10.2	221,480	11.3
Fixed Object	133,800	6.2	125,440	6.4
Bicycle	47,480	2.2	43,120	2.2
Other Vehicle	4,320	.2	5,880	.3
Railroad Train	6,470	.3	7,840	.4
Miscellaneous	6,470	.3	7,840	.4
TOTAL	2,158,000	100.0	1,960,000	100.0

Actions of Drivers Resulting in Deaths and Injuries—1955

	Persons Killed	Per-cent	Persons Injured	Per-cent
Exceeding Speed Limit	12,700	42.6	702,560	39.9
On Wrong Side of Road	5,300	17.8	123,260	7.0
Did not have Right-of-Way	3,610	12.1	443,720	25.2
Cutting In	150	.5	51,070	2.9
Passing on Curve or Hill	180	.6	7,040	.4
Passing on Wrong Side	300	1.0	21,130	1.2
Failed to Signal and Improper Signaling	620	2.1	70,430	4.0
Car Ran Away—No Driver	60	.2	3,520	.2
Drove Off Roadway	2,980	10.0	114,450	6.5
Reckless Driving	3,610	12.1	177,840	10.1
Miscellaneous	290	1.0	45,780	2.6
TOTAL	29,800	100.0	1,760,800	100.0

Age of Drivers in Accidents—1955

	Drivers in Fatal Accidents	Per-cent	Drivers in Non-Fatal Accidents	Per-cent
Under 18 years	1,760	3.8	56,030	2.4
18-24 years	10,790	23.3	387,530	16.6
25-64 years	31,440	67.9	1,823,240	78.1
65 and over	2,310	5.0	67,700	2.9
TOTAL	46,300	100.0	2,334,500	100.0

Operating Experience of Drivers in Accidents—1955

	Drivers in Fatal Accidents	Per-cent	Drivers in Non-Fatal Accidents	Per-cent
Less than 3 months	230	.5	23,350	1.0
3-6 months	280	.6	16,340	.7
6-12 months	370	.8	30,350	1.3
1 year or more	45,420	98.1	2,264,460	97.0
TOTAL	46,300	100.0	2,334,500	100.0

Road Conditions Prevailing in Accidents—1955

	Fatal Accidents	Per-cent	Non-Fatal Accidents	Per-cent
Dry	25,700	78.6	1,006,300	72.5
Wet	5,130	15.7	248,450	17.9
Snowy	790	2.4	56,910	4.1
Icy	1,080	3.3	76,340	5.5
TOTAL	32,700	100.0	1,388,000	100.0

Direction of Travel of Cars Involved in Accidents—1955

	Persons Killed	Per-cent	Persons Injured	Per-cent
Going Straight	29,640	78.4	1,394,060	64.6
Turning Right	950	2.5	64,740	3.0
Turning Left	1,550	4.1	110,060	5.1
Backing	260	.7	36,690	1.7
Skidding	3,400	9.0	97,110	4.5
Car Parked or Standing Still	1,280	3.4	151,060	7.0
Slowing or Stopping	420	1.1	274,070	12.7
Miscellaneous	300	.8	30,210	1.4
TOTAL	37,800	100.0	2,158,000	100.0

Condition of Vehicles Involved in Fatal and Non-Fatal Accidents—1955

	Vehicles in Fatal Accidents	Per-cent	Vehicles in Non-Fatal Accidents	Per-cent
In Apparently Good Condition	44,780	96.3	2,339,960	97.6
Brake Defective	790	1.7	31,170	1.3
Steering Defective	90	.2	4,790	.2
1 or 2 Lights Out	90	.2	2,400	.1
Tail-light Out or Obscured	50	.1	2,400	.1
Other Defects in Equipment	420	.9	11,990	.5
Puncture or Blowout	280	.6	4,790	.2
TOTAL	46,500	100.0	2,397,500	100.0

Source: The Travelers.

Results of '55 National Safety Check

	Items Checked	Cars Defective	Percent of Items*	Trucks Defective	Percent of Items	Cars, Trucks Reported Together	Percent of Items	TOTALS
Brakes	54,276	23.6	3,980	14.8	14,664	16.6	72,920	21.1
Front Lights	37,516	16.3	4,173	15.5	12,368	14.0	54,057	15.6
Rear Lights	41,103	18.0	6,140	22.8	39,986	45.3	87,229	25.2
Steering	19,879	8.6	2,144	8.0	2,040	2.3	24,063	7.0
Tires	20,014	8.7	1,634	6.1	3,335	3.8	24,983	7.2
Exhaust System	24,543	10.7	2,542	9.5	5,235	5.9	32,320	9.4
Glass	11,398	4.9	2,146	8.0	2,182	2.5	15,726	4.6
Windshield Wipers	13,218	5.7	1,726	6.4	4,161	4.7	19,105	5.6
Rearview Mirror	2,497	1.0	1,029	3.8	908	1.0	4,434	1.3
Horn	5,862	2.5	1,367	5.1	3,417	3.9	10,646	3.0
	230,306	100.0%	26,881	100.0%	88,296	100.0%	345,483	100.0%

	Cars	Trucks	Combined Car and Truck Reports	Total Vehicles
Total Checked	611,441	44,361	756,416	1,412,218**
Total Unsafe	155,075	15,788	121,638	292,501
Percentage	25%	35%	16%	20.7%

* Figures are percentages of total number of items found defective.

** Check included 1,421,200 vehicles, but results of 8,982 not used due to insufficient data.

—Compiled by Inter-Industry Highway Committee.

Accident Rates of Motor Transportation Fleets

(Fleets Reporting in the National Fleet Safety Contest)

FLEET CLASSIFICATION	July 1, 1954 to June 30, 1955: Fleets	Vehicles	Vehicle Miles (thousands)	Accidents	Accidents Per 100,000 Vehicle Miles*: 1954-1955	3-Years 1952-55
TOTAL	1,644	155,887	3,790,760	54,409	1.44	1.59
TRUCKS	1,188	106,919	2,730,635	35,112	1.29	1.37
Intercity-Truck—Common Carrier	154	13,818	914,616	7,808	.85	.83
Intercity-Truck—Private Carrier	76	2,017	71,555	729	1.02	1.01
Intercity-Truck—Petroleum	30	2,882	141,932	1,313	.93	.97
Intercity-Truck—Government	9	1,225	11,553	103	.89	.43
City-Truck—Common Carrier	92	5,305	63,271	4,536	7.17	8.08
City-Truck—Contract Carrier	70	1,979	27,090	1,253	4.63	5.01
City-Truck—Private Carrier	90	2,804	39,100	1,071	2.74	2.90
City-Truck—Petroleum	36	3,449	61,819	977	1.58	1.68
City-Truck—Government	25	2,787	21,461	269	1.25	1.51
Bakeries	61	3,593	62,353	919	1.47	1.53
Beverages	12	523	4,556	277	6.08	6.22
Coal & Ice	7	353	3,491	126	3.61	3.53
Ice Cream & Dairy Products	49	2,705	50,145	637	1.27	1.44
Petroleum Companies (Refining, Prod., Pipeline)	47	3,900	54,287	348	.64	.61
Meat Packing	4	1,340	27,950	677	2.42	2.72
Public Utilities	77	18,304	177,244	3,090	1.74	1.84
Gas Industries	74	19,859	202,123	3,727	1.84	....
Fluid Milk	43	7,857	79,545	1,929	2.43	2.91
Truckaway	68	9,846	626,109	4,389	.70	.77
Driveaway	37	1,474	63,323	523	.83	1.04
Small Fleets—Intercity	51	353	18,498	167	.90	.77
Small Fleets—City	76	546	8,614	244	2.83	2.89
BUSES	53	5,476	220,654	10,092	4.57	4.99
Intercity Bus	19	922	66,198	558	.84	.81
City Bus	34	4,554	154,456	9,534	6.17	7.18
COMMERCIAL PASSENGER CARS	272	32,671	519,929	5,053	.97	.98
Eastern	118	19,664	296,604	3,334	1.12	1.14
Western	128	12,826	220,771	1,698	.77	.77
Small Fleets	26	181	2,554	21	.82	.86
POLICE	131	10,821	319,542	4,152	1.30	....
Municipal	110	4,983	101,065	3,035	3.00	....
State	21	5,838	218,477	1,117	.51	....

* The rates for 1954-1955 and 1952-1955 are based on all experience reported for these years.

Source: National Safety Council

Automotive Highlights

1900	The old time mixing valve was replaced by carburetor.
1902	First spark batteries used for ignition system.
1903	Radiators of copper tubing with cooling fins were introduced.
1906	One-piece rubber containers developed for batteries.
1908	Electric lights for automobiles.
1912	First automatic electric starter.
1913	Single plate clutch developed and silent timing chain introduced.
1916	Universal joints were developed.
1917	Thread rubber insulators were introduced.
1921	First standard type transmissions were introduced.
1922	Double plate clutches were introduced.
1923	Multiple spring clutches were developed.
1923	Four-wheel brakes introduced.
1924	Vibration dampening flexible center clutches introduced.
1930	Transmission synchronized units were introduced.
1931	Free wheeling came into being.
1934	Automatic overdrive for transmissions were used.
1939	First automatic type transmissions introduced.
1939-40	Sealed beam headlamps introduced.
1949	Simple, finer, more efficient automatic transmissions introduced.
1951	Power steering introduced.
1953	Passenger car power brakes developed.
1953	12-Volt ignition system introduced.
1955	V-8 engines available in all low priced cars.
1956	Cars have seen the introduction of the safety-lock door latch.

Source: AAA

82% of Motor Vehicles Shipped From Factories by Highway

Year	HIGHWAY Number	Per-cent	RAILROAD Number	Per-cent	BOAT Number	Per-cent	Total Motor Vehicles Shipped
1921	372,764	23.0	1,221,045	75.6	22,310	1.4	1,616,119
1922	751,347	29.5	1,734,609	68.2	58,220	2.3	2,544,176
1923	1,142,315	28.3	2,810,110	69.7	81,587	2.0	4,034,012
1924	894,825	24.8	2,652,216	73.6	55,499	1.6	3,602,540
1925	1,120,780	26.3	3,041,892	71.3	103,158	2.4	4,265,830
1926	1,066,819	24.8	3,123,345	72.6	110,770	2.6	4,300,934
1927	738,839	21.7	2,538,118	74.6	124,369	3.7	3,401,326
1928	1,222,992	28.1	2,956,594	67.8	179,173	4.1	4,358,759
1929	1,958,738	36.7	3,178,773	59.6	199,576	3.7	5,337,087
1930	1,412,450	42.0	1,850,956	55.0	99,414	3.0	3,362,820
1931	1,050,545	44.1	1,244,272	52.3	85,609	3.6	2,380,426
1932	706,977	53.1	573,780	43.1	51,103	3.8	1,331,860
1933	930,303	49.2	833,256	44.1	126,258	6.7	1,889,817
1934	1,209,291	44.2	1,373,239	50.2	154,540	5.6	2,737,070
1935	1,899,974	47.8	1,798,809	45.3	272,458	6.9	3,971,241
1936	2,237,432	50.1	1,912,594	42.9	311,436	7.0	4,461,462
1937	2,452,300	50.9	2,027,146	42.1	340,773	7.1	4,820,219
1938	1,330,334	53.0	1,026,441	40.9	151,632	6.1	2,508,407
1939	1,996,629	55.6	1,383,711	38.6	208,549	5.8	3,588,889
1940	2,618,484	58.6	1,579,371	35.3	274,431	6.1	4,472,286
1941	2,756,974	57.0	1,795,825	37.1	287,703	5.9	4,840,502
1942-1945	War years not available.						
1946	1,661,637	53.8	1,258,264	40.7	169,664	5.5	3,089,565
1947	2,822,773	58.8	1,688,660	35.2	286,188	6.0	4,797,621
1948	3,289,641	62.2	1,664,088	31.5	331,815	6.3	5,285,544
1949	4,167,269	66.6	1,596,109	25.5	490,273	7.9	6,253,651
1950	5,776,706	72.2	1,640,994	20.5	585,356	7.3	8,003,056
1951	4,966,709	73.4	1,329,838	19.7	468,716	6.9	6,765,263
1952	4,321,273	78.0	840,262	15.2	377,424	6.8	5,538,959
1953	5,712,360	78.0	1,114,479	15.2	496,375	6.8	7,323,214
1954	5,314,842	80.5	916,185	13.9	370,044	5.6	6,601,071
1955	7,549,944	82.4	1,140,372	12.4	478,911	5.2	9,169,227

SOURCE: Automobile Manufacturers Association.

Cadillac

Beyond the Realm of Argument!

Just as the great Cadillac car is beyond the realm of argument— so is the desirability of the Cadillac dealer franchise.

More than half of all the motorists in America long for a Cadillac—and, according to numerous surveys, would purchase one without a moment's hesitation if they felt it to be within their economic means.

To appeal to this great mass of potential customers, the Cadillac dealer has a wide—and ever-widening—group of distinguished motor cars. Starting with the highly practical Series 62, and continuing upward to the magnificent Eldorados, there is a Cadillac model for every fine-car taste.

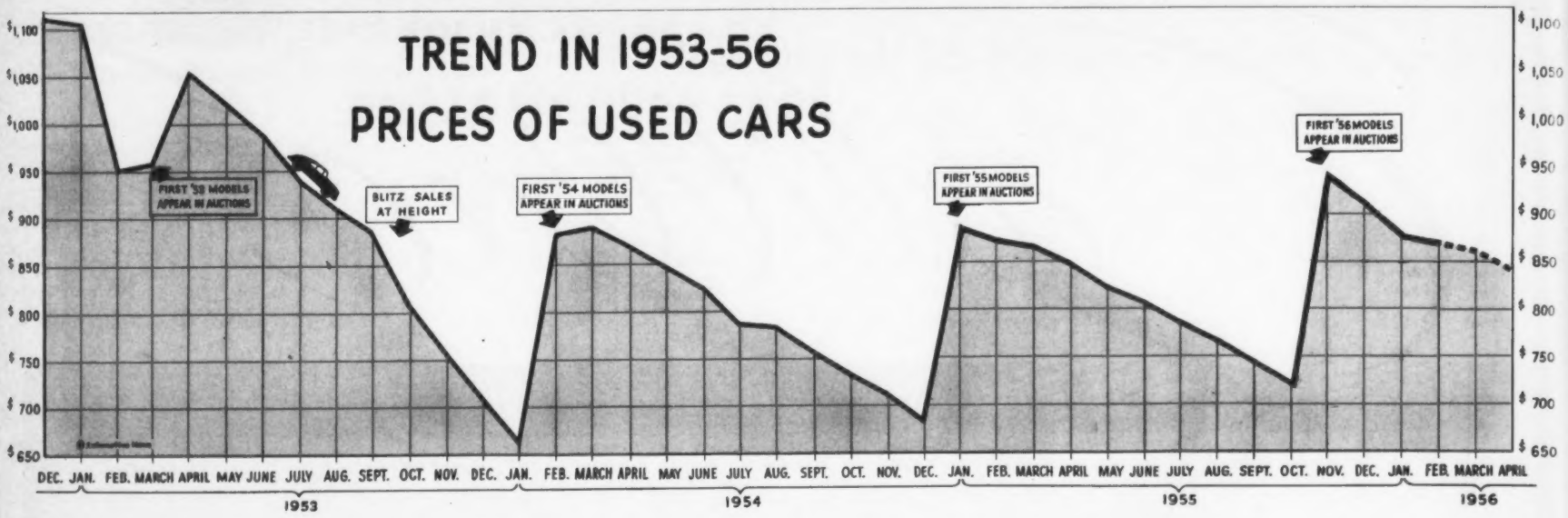
And, of course, the other incalculable advantages which adhere to the Cadillac franchise are equally attractive and unique.

There is the *dignity* of the franchise—the dealer's standing as a businessman in his community—the loyalty of Cadillac owners—the constant demand for Cadillacs on the used-car lot—and the great over-all profit opportunities throughout all phases of the business.

Indeed, there are few individual business opportunities in the world that can match the potential of a Cadillac dealer franchise—for profit, for permanence and for general satisfaction.

It is, truly, beyond the realm of argument.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



Diversion of Highway User Funds by States, 1924-1954

(Thousand Dollars)

State	Sub-total 1924-1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	Total Diversion 1924-1954	State
Alabama	$ 7,120	$ 920	$ 973	$ 995	$ 1,174	$ 1,343	$ 1,492	$ 1,956	$ 2,258	$ 2,425	$ 2,452	.....	.....	$ 23,108	Alabama
Arizona	668	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	668	Arizona
Arkansas	936	.....	.....	.....	55	45	194	216	494	548	1,385	$ 1,324	$ 1,505	6,702	Arkansas
California	89,764	16,063	19,211	7,442	9,502	31,618	33,142	38,977	41,488	53,056	58,953	67,746	66,720	533,682	California
Colorado	4,331	.....	.....	.....	.....	.....	.....	.....	.....	.....	63	68	68	4,530	Colorado
Connecticut	331	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	367	698	Connecticut
Delaware	3,492	293	503	240	220	67	1,042	.....	1,549	2,784	3,161	2,657	2,206	18,214	Delaware
District of Columbia	8,732	330	337	382	450	466	1,242	1,688	1,397	1,881	2,590	1,473	2,391	23,359	District of Columbia
Florida	112,166	12,077	12,813	14,116	17,998	20,752	23,141	26,205	21,600	23,890	25,324	29,173	29,642	368,897	Florida
Georgia	55,878	6,622	.....	3,310	5,820	13,655	.....	18,030	22,302	6,645	.....	.....	9,150	141,412	Georgia
Idaho	29	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	29	Idaho
Illinois	67,975	4,729	2,700	2,117	.....	576	.....	440	2,670	1,173	1,243	1,524	1,425	86,572	Illinois
Indiana	20,885	431	396	451	587	632	705	765	755	809	.....	1,044	563	28,023	Indiana
Iowa	1,105	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,105	Iowa
Kansas	13	.....	.....	.....	.....	.....	.....	.....	411	171	142	160	188	1,085	Kansas
Kentucky	10,142	747	777	904	.....	.....	.....	.....	.....	.....	.....	.....	.....	12,570	Kentucky
Louisiana	53,983	5,086	5,272	.....	7,245	3,189	4,301	.....	.....	.....	.....	.....	.....	79,076	Louisiana
Maine	142	.....	.....	.....	.....	12	1	.....	.....	.....	.....	.....	.....	155	Maine
Maryland	6,995	395	357	395	1,620	.....	.....	.....	.....	.....	.....	.....	.....	9,762	Maryland
Massachusetts	50,421	869	820	364	.....	67	81	.....	.....	.....	.....	983	741	54,346	Massachusetts
Michigan	2,210	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,210	Michigan
Minnesota	1,723	30	277	47	239	328	93	368	147	182	175	160	210	3,979	Minnesota
Mississippi	268	.....	.....	.....	.....	23	.....	.....	105	80	.....	.....	.....	476	Mississippi
Missouri	538	66	65	19	.....	.....	.....	.....	.....	.....	.....	.....	111	799	Missouri
Montana	913	4	4	6	19	.....	24	13	13	.....	564	.....	171	1,731	Montana
Nebraska	14,528	2,024	2,037	2,421	3,078	2,244	.....	238	.....	975	.....	77	.....	27,622	Nebraska
New Hampshire	471	.....	.....	.....	.....	.....	.....	.....	.....	.....	38	.....	.....	.....	New Hampshire
New Jersey	108,402	8,766	3,489	18,565	617	609	690	660	30,842	22,740	18,632	26,521	.....	509	New Jersey
New Mexico	5,543	537	530	550	739	901	556	859	609	1,187	446	787	32,121	272,654	New Mexico
New York	604,612	33,241	36,095	.....	.....	36,148	71,444	27,653	28,915	77,509	22,541	89,792	1,041	14,285	New York
North Carolina	12,974	1,064	948	1,241	1,674	1,863	2,010	2,160	2,232	2,487	2,651	2,829	39,140	1,067,270	North Carolina
North Dakota	4,468	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,927	37,060	North Dakota
Ohio	116,463	11,122	4,080	7,593	9,169	7,216	.....	.....	.....	.....	.....	.....	.....	4,468	Ohio
Oklahoma	28,868	7,091	7,552	2,370	.....	6,677	.....	1,311	4,845	11,670	9,067	10,842	.....	155,643	Oklahoma
Oregon	675	56	.....	.....	.....	274	199	433	547	666	644	722	9,267	99,560	Oregon
Pennsylvania	121,816	10,965	10,762	6,343	28	33	19	29	.....	.....	.....	.....	657	4,869	Pennsylvania
Rhode Island	27,084	3,078	2,684	2,321	3,371	4,810	4,023	4,795	5,176	5,907	4,826	4,908	.....	149,995	Rhode Island
South Carolina	2,938	376	519	562	677	737	822	896	2,849	3,839	1,093	1,136	6,279	79,262	South Carolina
South Dakota	10,889	46	49	41	61	88	120	52	.....	.....	.....	.....	1,161	17,605	South Dakota
Tennessee	42,989	7,112	4,988	7,808	6,229	7,318	5,084	.....	10,115	5,991	979	3,562	.....	11,346	Tennessee
Texas	142,985	11,187	11,938	13,780	19,442	24,489	28,601	26,265	22,693	24,370	28,867	30,445	11,367	113,542	Texas
Utah	690	462	200	666	637	301	.....	.....	544	.....	.....	.....	30,283	415,345	Utah
Vermont	169	25	24	24	23	29	27	10	8	10	12	16	.....	3,500	Vermont
Virginia	253	83	36	.....	77	73	132	.....	477	292	309	306	.....	377	Virginia
Washington	10,289	203	223	111	.....	.....	6,092	7,864	7,527	10,651	11,681	10,461	309	2,347	Washington
West Virginia	319	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	14,078	79,180	West Virginia
Wisconsin	70,917	9,175	7,843	4,650	3,827	3,935	4,097	4,228	4,470	4,833	4,962	5,360	.....	319	Wisconsin
													5,364	133,661	
TOTALS	$1,829,102	$155,455	$138,502	$99,834	$94,578	$170,518	$189,370	$166,111	$217,038	$266,771	$202,800	$294,076	$269,452	$4,093,607	TOTALS

Federal-Aid Highway Funds Authorized for Fiscal Year 1957

Source: National Highway Users Conference

STATE	Primary Highway System	Secondary or Feeder Roads	Urban Highways	Interstate System	Total
Alabama	$6,717,934	$5,209,834	$2,272,219	$3,534,866	$17,734,853
Arizona	4,746,473	3,232,256	674,603	1,975,320	10,628,652
Arkansas	5,272,837	4,219,878	970,219	2,507,179	12,970,113
California	14,521,798	7,475,335	15,417,145	9,792,836	47,207,114
Colorado	5,689,666	3,800,399	1,441,432	2,307,752	13,239,249
Connecticut	2,048,002	1,034,250	3,358,925	1,659,495	8,100,672
Delaware	1,551,375	1,034,250	355,693	1,077,343	4,018,661
Florida	5,146,468	3,364,307	3,109,943	2,939,167	14,559,885
Georgia	7,803,345	5,962,692	2,527,598	4,045,342	20,338,977
Idaho	3,902,559	2,744,957	333,787	1,738,744	8,720,047
Illinois	12,163,280	6,619,637	12,129,168	8,116,903	39,028,988
Indiana	7,489,629	5,163,108	4,149,253	4,222,758	21,024,748
Iowa	7,621,742	5,579,210	2,059,014	3,548,249	18,808,215
Kansas	7,655,644	5,360,767	1,630,111	3,170,269	17,816,791
Kentucky	5,861,614	4,861,975	1,801,096	3,232,347	15,757,032
Louisiana	4,942,280	3,576,617	2,542,360	2,834,407	13,895,664
Maine	2,657,051	1,901,353	724,853	1,391,238	6,674,495
Maryland	2,794,386	1,708,629	2,943,514	2,049,815	9,496,344
Massachusetts	3,994,174	1,475,320	7,218,797	3,656,939	16,345,230
Michigan	9,858,361	6,017,283	8,072,113	6,205,304	30,153,061
Minnesota	8,325,596	5,872,583	2,824,202	3,941,091	20,963,472
Mississippi	5,646,670	4,705,728	960,232	2,757,388	14,070,018
Missouri	9,228,984	6,244,187	4,271,268	4,719,780	24,464,219
Montana	6,338,148	4,360,394	408,398	2,419,567	13,526,507
Nebraska	6,127,828	4,346,876	1,017,210	2,429,657	13,921,571
Nevada	4,067,717	2,718,588	132,088	1,784,039	8,702,432
New Hampshire	1,551,375	1,034,250	513,628	1,077,343	4,176,596
New Jersey	4,081,077	1,369,283	7,592,209	3,759,671	16,802,240
New Mexico	5,142,251	3,532,692	569,192	2,085,683	11,329,818
New York	14,890,167	5,969,236	23,182,089	2,193,741	56,235,233
North Carolina	7,889,021	6,730,557	2,228,665	4,403,745	21,251,988
North Dakota	4,636,956	3,364,211	293,266	1,943,458	10,237,891
Ohio	11,004,625	6,692,104	10,036,440	7,378,381	35,111,550
Oklahoma	6,792,684	4,862,915	1,894,839	3,107,078	16,657,516
Oregon	5,410,740	3,781,446	1,390,696	2,336,162	12,919,044
Pennsylvania	12,401,494	7,378,453	13,129,903	9,151,129	42,060,979
Rhode Island	1,551,375	1,034,250	1,239,835	1,077,343	4,902,803
South Carolina	4,296,021	3,551,622	1,193,051	2,346,686	11,387,380
South Dakota	5,015,308	3,578,441	336,863	2,049,249	10,979,861
Tennessee	6,859,664	5,346,451	2,507,980	3,698,867	18,412,962
Texas	20,579,679	13,779,662	8,308,754	9,926,764	52,594,859
Utah	3,621,837	2,395,894	734,900	1,660,770	8,413,401
Vermont	1,551,375	1,034,250	270,049	1,077,343	3,933,017
Virginia	5,990,689	4,658,508	2,704,545	3,471,022	16,824,764
Washington	5,231,351	3,494,756	2,616,940	2,750,383	14,093,430
West Virginia	3,462,917	3,012,527	1,128,749	2,053,696	9,657,889
Wisconsin	7,469,414	5,211,771	3,396,239	3,946,702	20,024,126
Wyoming	3,925,992	2,660,899	188,578	1,744,646	8,520,115
Hawaii	1,551,375	1,034,250	583,212	.....	3,168,837
District of Columbia	1,551,375	1,034,250	1,498,333	1,077,343	5,161,301
Puerto Rico	1,642,677	1,716,909	1,490,804	.....	4,850,390
TOTAL	310,275,000	206,850,000	172,375,000	162,375,000	851,875,000

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Franchised New-Car Dealers in the U. S.

By State and Make

(As of March 1, 1956)

STATE	Total All Makes	Buick	Cad.	Chev.	Chrys.	DeSoto	Dodge	Ford	Hudson	K-F	L-M	Nash	Olds.	Pack.	Pont.	Stude.	Willys
Alabama	547	38	21	104	42	26	56	104	13	15	22	10	58	8	62	26	25
Arizona	197	21	11	34	13	10	21	33	8	9	14	6	21	7	18	13	17
Arkansas	554	40	17	94	41	35	58	103	11	6	28	10	51	7	48	34	20
California	2,189	178	103	291	141	144	200	285	79	74	128	72	176	76	171	122	138
Colorado	522	44	26	82	41	24	55	75	34	13	36	22	42	11	47	21	41
Connecticut	566	47	22	74	43	33	48	57	26	23	25	25	38	17	46	40	29
Delaware	95	8	2	18	5	5	10	14	4	7	3	5	7	2	10	5	2
District of Columbia	73	4	...	8	5	5	6	10	3	5	3	4	4	2	4	3	5
Florida	706	54	30	103	42	36	77	100	23	25	46	23	69	20	62	39	51
Georgia	840	68	34	162	58	35	97	162	14	19	42	14	88	17	98	40	25
Idaho	334	29	17	52	21	22	37	49	17	8	27	9	34	8	32	25	20
Illinois	2,509	214	91	433	177	150	218	369	88	115	126	91	205	83	203	126	109
Indiana	1,340	104	57	237	144	72	87	209	52	47	54	40	120	42	127	98	58
Iowa	1,440	128	65	320	107	87	120	271	47	41	65	44	130	25	139	65	42
Kansas	1,078	93	54	214	72	67	125	165	41	21	39	37	111	15	102	42	49
Kentucky	720	68	26	131	53	42	83	119	26	19	29	19	65	19	74	29	33
Louisiana	571	39	16	92	44	27	64	96	14	21	41	10	34	13	54	35	9
Maine	365	28	17	68	22	16	33	64	23	18	21	15	23	10	33	18	17
Maryland	462	29	14	67	40	37	41	65	18	19	22	23	39	16	38	34	16
Massachusetts	1,202	88	50	166	93	79	88	143	57	64	51	62	100	33	107	72	40
Michigan	1,820	158	76	297	113	121	161	281	72	77	97	75	171	69	201	72	99
Minnesota	1,467	126	54	324	113	84	133	264	46	53	57	48	134	28	124	78	57
Mississippi	636	42	23	117	49	40	62	113	17	16	28	10	52	13	64	42	20
Missouri	1,249	99	53	240	91	86	115	202	34	32	53	37	113	26	119	57	41
Montana	438	29	24	91	24	18	50	65	23	16	24	14	41	16	33	26	28
Nebraska	772	70	28	161	67	38	72	147	22	42	37	15	59	20	76	35	40
Nevada	97	8	4	14	7	2	11	14	5	2	6	4	8	4	10	8	5
New Hampshire	281	20	12	52	17	11	24	45	16	13	11	14	22	5	26	10	15
New Jersey	1,114	73	36	139	97	88	98	117	53	40	50	53	82	38	87	69	51
New Mexico	241	25	16	41	18	12	25	36	7	5	16	6	26	7	26	12	10
New York	2,931	193	98	411	206	177	259	371	112	142	134	122	239	87	251	161	168
North Carolina	1,041	92	47	163	69	61	99	171	19	26	54	36	85	33	104	56	59
North Dakota	521	33	11	125	38	44	52	94	17	25	9	9	43	7	38	27	15
Ohio	2,236	180	81	372	163	168	188	321	84	71	106	73	194	105	210	112	98
Oklahoma	899	80	38	180	53	53	81	156	21	18	44	20	82	14	106	39	30
Oregon	530	46	22	96	30	35	53	75	25	19	37	22	45	23	49	29	34
Pennsylvania	2,975	212	95	409	245	212	272	359	138	163	142	123	243	117	252	152	129
Rhode Island	182	10	4	20	16	11	15	17	14	11	7	13	14	9	13	10	5
South Carolina	468	35	16	91	29	31	39	92	11	11	14	8	23	15	47	22	14
South Dakota	497	37	15	107	30	41	40	106	16	14	9	16	36	9	40	24	24
Tennessee	649	55	23	118	42	42	63	106	25	21	25	13	47	19	62	38	15
Texas	2,639	224	100	470	208	147	264	416	47	46	218	60	208	65	274	121	63
Utah	232	27	14	38	19	19	18	35	12	10	20	7	22	9	26	16	16
Vermont	230	15	10	40	18	10	17	39	3	11	12	12	14	3	20	9	17
Virginia	1,043	73	39	163	82	65	104	172	23	34	49	39	88	27	103	57	59
Washington	742	46	21	113	50	39	75	112	31	31	24	31	50	22	59	39	51
West Virginia	574	40	20	96	44	33	52	88	24	23	26	21	66	21	62	27	44
Wisconsin	1,572	141	48	336	98	73	132	286	47	62	45	75	131	33	150	73	75
Wyoming	218	23	14	38	16	13	20	31	12	5	16	7	21	7	16	9	26
TOTAL	44,604	3,534	1,715	7,612	3,256	2,726	4,118	6,824	1,574	1,608	2,192	1,524	3,774	1,282	4,123	2,317	2,054

Source: R. L. Polk & Co.

Car Operating Costs

December, 1955

Variable Costs	Average Per Mile
Gasoline and Oil	2.32 Cents
Maintenance	.74
Tires	.51
Total	3.57 Cents

Fixed Costs	Annual
Fire & Theft Insurance	$ 16.48
Property Damage & Liability ($15,000 and $30,000)	87.91
License Fees	16.86
Depreciation	481.33
Total	$602.58 a year (or $1.66 a day)

March, 1955

Variable Costs	Average Per Mile
Gasoline and Oil	2.29 Cents
Maintenance	.74
Tires	.51
Total	3.54 Cents

Fixed Costs	Annual
Fire & Theft Insurance	$ 17.81
Property Damage & Liability ($15,000 and $30,000)	86.65
License Fees	16.83
Depreciation	447.36
Total	$598.65 a year (or $1.65 a day)

Source: American Automobile Assn.

Franchised Truck Dealers in the U. S.

By State and Make

(As of March 1, 1956)

	All Makes	Chevrolet	Dodge	Ford	Studebaker	Exclusive Truck Dealers
Alabama	408	104	56	104	26	118
Arizona	147	34	21	33	13	46
Arkansas	360	94	58	103	34	71
California	1,287	291	200	285	122	389
Colorado	396	82	55	75	21	163
Connecticut	297	74	48	57	40	78
Delaware	65	18	10	14	5	18
Florida	400	103	77	100	39	81
Georgia	630	162	97	162	40	169
Idaho	255	52	37	49	25	92
Illinois	1,721	433	218	369	126	575
Indiana	916	237	87	209	98	285
Iowa	1,190	320	120	271	65	414
Kansas	876	214	125	165	42	330
Kentucky	556	131	83	119	29	194
Louisiana	351	92	64	96	35	64
Maine	277	68	33	64	18	94
Maryland	295	67	41	65	34	88
Massachusetts	630	166	88	143	72	161
Michigan	1,149	297	161	281	72	338
Minnesota	1,213	324	133	264	78	414
Mississippi	432	117	62	113	42	98
Missouri	907	240	115	202	57	293
Montana	387	91	50	65	26	155
Nebraska	699	161	72	147	35	284
Nevada	63	14	11	14	8	16
New Hampshire	183	52	24	45	10	52
New Jersey	584	139	98	117	69	161
New Mexico	165	41	25	36	12	51
New York	1,722	411	259	371	161	520
North Carolina	670	163	99	171	56	181
North Dakota	526	125	52	94	27	228
Ohio	1,365	372	188	321	112	372
Oklahoma	725	180	81	156	39	269
Oregon	362	96	53	75	29	109
Pennsylvania	1,556	409	272	359	152	364
Rhode Island	81	20	15	17	10	19
South Carolina	331	91	39	92	22	87
South Dakota	471	107	40	106	24	194
Tennessee	407	118	63	106	38	82
Texas	1,692	470	264	416	121	421
Utah	184	38	18	35	16	77
Vermont	155	40	17	39	9	50
Virginia	705	163	104	172	57	209
Washington	485	113	75	112	39	146
West Virginia	377	96	52	88	27	114
Wisconsin	1,197	336	132	286	73	370
Wyoming	169	38	20	31	9	71
District of Columbia	40	8	6	10	3	13
TOTALS	30,059	7,612	4,118	6,824	2,317	9,188

Source: R. L. Polk & Co.

New-Car Stocks

In Field, In Transit

(Compiled by Automotive News)

Period Ending	Cars In Field Stocks†	Cars In Transit to Dealers	Dealers Total Potential Inventory Stocks
Jan. 1, '50	251,754	188,500	440,254
Apr. 1, '50	276,136	158,000	434,136
June 1, '50	247,880	160,200	407,880
Sept. 1, '50	239,642	160,400	400,042
Jan. 1, '51	305,888	89,900	404,788
Apr. 1, '51	406,541	138,500	545,041
July 1, '51	357,606	90,700	448,306
Sept. 1, '51	283,402	86,800	370,202
Jan. 1, '52	224,968	31,000	255,968
Feb. 1, '52	198,762	69,000	267,762
Mar. 1, '52	182,577	76,000	258,577
Apr. 1, '52	213,391	83,000	296,391
May 1, '52	251,674	88,000	339,674
June 1, '52	232,036	70,000	302,036
July 1, '52	193,462	84,500	277,962
Aug. 1, '52	162,086	12,000	174,086
Sept. 1, '52	149,091	77,000	226,091
Oct. 1, '52	233,556	89,000	322,556
Nov. 1, '52	308,894	90,500	399,394
Dec. 1, '52	287,247	76,000	363,247
Jan. 1, '53	291,671	83,300	374,971
Feb. 1, '53	324,835	88,400	412,035
Mar. 1, '53	389,011	87,200	476,211
Apr. 1, '53	445,882	89,300	535,182
May 1, '53	490,381	97,700	588,081
June 1, '53	463,546	73,500	537,046
July 1, '53	479,898	82,800	562,498
Aug. 1, '53	517,119	82,200	599,319
Sept. 1, '53	514,569	74,500	589,069
Oct. 1, '53	519,037	60,900	579,937
Nov. 1, '53	538,087	68,300	606,387
Dec. 1, '53	430,876	29,000	459,876
Jan. 1, '54	428,125	36,600	464,725
Feb. 1, '54	466,176	60,600	526,776
Mar. 1, '54	511,122	62,000	573,122
Apr. 1, '54	541,911	64,000	605,911
May 1, '54	538,775	68,500	607,275
June 1, '54	503,219	62,500	565,719
July 1, '54	445,665	62,500	508,165
Aug. 1, '54	390,854	57,000	447,854
Sept. 1, '54	355,654	50,400	406,054
Oct. 1, '54	267,469	29,000	296,469
Nov. 1, '54	120,107	37,500	157,607
Dec. 1, '54	203,453	61,700	265,153
Jan. 1, '55	293,881	68,500	362,381
Feb. 1, '55	373,573	89,100	462,673
Mar. 1, '55	467,655	95,000	562,655
Apr. 1, '55	544,038	99,500	643,538
May 1, '55	660,341	102,700	763,041
June 1, '55	755,498	93,000	848,498
July 1, '55	736,591	77,000	813,591
Aug. 1, '55	735,447	71,500	806,947
Sept. 1, '55	675,964	37,300	713,264
Oct. 1, '55	489,475	48,900	538,375
Nov. 1, '55	481,735	87,800	569,535
Dec. 1, '55	645,707	77,400	723,107
Jan. 1, '56	755,177	53,300	808,477
Feb. 1, '56	801,499	68,900	*870,399
Mar. 1, '56	840,520	63,700	904,220

† Field stocks include cars actually at dealerships, those warehoused by dealers and factories, and demonstrators.

* Revised.

Cost of Operating Cars in Various Areas

(For 1955 Cars)

Name City (Basing Point)	Fixed Allow. Per Day	Total Per Mile Allow. (in Cents)	*Depre. Adj. Per 1,000 Miles
Portland, Oregon	$1.64	3.65	$10.95
San Francisco, California	1.86	3.55	11.30
Spokane, Washington	1.60	4.10	11.35
Sacramento, California	1.73	3.90	11.30
Boise, Idaho	1.54	4.10	10.95
Tucson, Arizona	1.63	3.90	11.20
Butte, Montana	1.59	4.05	11.10
Denver, Colorado	1.63	3.90	11.20
Las Vegas, New Mexico	1.64	3.90	11.20
El Paso, Texas	1.56	3.70	11.10
Omaha, Nebraska	1.54	3.75	10.75
Dodge City, Kansas	1.54	3.70	11.20
Corpus Christi, Texas	1.60	3.65	11.10
Duluth, Minnesota	1.70	3.55	10.85
Des Moines, Iowa	1.60	3.25	10.95
Kansas City, Missouri	1.69	3.30	10.95
Joplin, Missouri	1.63	3.55	11.05
St. Louis, Missouri	1.71	3.35	10.90
Tulsa, Oklahoma	1.66	3.35	11.15
Fort Smith, Arkansas	1.60	3.80	11.15
Houston, Texas	1.60	3.30	11.10
Jackson, Mississippi	1.64	3.85	11.25
New Orleans, Louisiana	1.60	3.80	11.15
Chicago, Illinois	1.67	3.35	10.90
Milwaukee, Wisconsin	1.65	3.35	10.60
Louisville, Kentucky	1.57	3.50	10.95
Nashville, Tennessee	1.62	3.45	11.05
Birmingham, Alabama	1.55	3.60	10.95
Traverse City, Michigan	1.48	3.45	10.90
Youngstown, Ohio	1.63	3.15	10.85
Syracuse, New York	1.67	3.40	10.65
Elmira, New York	1.68	3.20	10.65
Pittsburgh, Pennsylvania	1.62	3.45	10.60
Williamstown, West Virginia	1.55	3.85	10.85
Chattanooga, Tennessee	1.69	3.85	11.10
Saratoga Springs, New York	1.89	3.50	10.70
New York, New York	2.07	3.25	11.05
Chelsea, Massachusetts	1.84	3.15	10.75
Bayonne, N. J.	1.85	3.20	10.75
Norfolk, Virginia	1.55	3.35	10.80
Charleston, South Carolina	1.58	3.35	11.25
Miami, Florida	1.66	3.45	10.95
AVERAGE, 42 TERRITORIES	$1.66	3.57	$10.99

* Applies to mileage in excess of 18,000 only.

Source: American Automobile Assn.

Passenger-Car Dealers in U. S.

1956 vs. 1955 and 1941

(Estimated by Automotive News)

	1956	1955	1941
AMERICAN MOTORS	2,898	2,646	.....
Hudson	1,309	1,257	2,700
Nash	1,584	1,389	1,723
CHRYSLER CORP.	18,321	19,260	20,773
Chrysler	2,986	3,145	3,404
DeSoto	2,610	2,693	2,880
Dodge	3,768	3,871	4,117
Plymouth	8,957	9,551	10,372
FORD MOTOR CO.	12,157	9,906	10,888
Continental	653	.....	.....
Ford	7,009	6,618	7,760
Lincoln	1,449	1,256	1,019
Mercury	3,046	2,032	2,109
GENERAL MOTORS	20,753	20,594	18,703
Buick	3,582	3,505	2,850
Cadillac	1,736	1,732	1,070
Chevrolet	7,596	7,493	8,000
Oldsmobile	3,861	3,841	3,204
Pontiac	3,978	4,023	3,579
STUDEBAKER-PACKARD	4,534	4,423	.....
Packard	1,986	2,024	1,724
Studebaker	2,548	2,399	3,100
KAISER-WILLYS	.....	2,400	*1,585
CROSLEY	.....	.....	550
Total U. S. Franchises	58,658	59,229	61,746
Minus Dual Franchises	17,491	18,855	16,447
Net Grand Total U. S. Dealerships	41,167	40,374	45,299

* Represents Willys-Overland franchises.

Retail Trade Report - 1954

Including dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Region, Division and State	Automotive Group: Establishments (Number)	Sales: Total ($1,000)	Sales: Change in total sales since 1948 (Percent)
United States Total	85,879	29,810,125	48
Regions:			
Northeastern States	17,923	6,885,614	53
North Central States	27,609	9,697,309	42
South	27,594	8,552,665	53
West	12,753	4,674,537	47
The Northeastern States:			
New England	5,012	1,751,942	58
Middle Atlantic	12,911	5,133,672	52
The North Central States:			
East North Central	17,234	6,753,618	47
West North Central	10,375	2,943,691	30
The South:			
South Atlantic	11,472	3,772,635	58
East South Central	5,666	1,688,761	45
West South Central	10,456	3,091,269	51
The West:			
Mountain	3,875	1,220,614	51
Pacific	8,878	3,453,923	46
New England:			
Maine	635	163,544	46
New Hampshire	444	106,273	73
Vermont	263	73,196	34
Massachusetts	2,147	828,437	64
Rhode Island	388	139,371	41
Connecticut	1,135	441,121	58
Middle Atlantic:			
New York	5,448	2,346,686	52
New Jersey	2,370	975,369	65
Pennsylvania	5,093	1,811,617	44
East North Central:			
Ohio	4,610	1,747,113	52
Indiana	2,533	872,164	48
Illinois	4,344	1,797,611	43
Michigan	3,510	1,685,683	53
Wisconsin	2,237	651,047	33
West North Central:			
Minnesota	1,816	577,683	26
Iowa	1,988	546,601	29
Missouri	2,687	794,129	39
North Dakota	442	126,691	10
South Dakota	540	134,563	23
Nebraska	1,058	287,753	26
Kansas	1,844	476,271	37
South Atlantic:			
Delaware	176	72,669	24
Maryland	980	423,742	62
District of Columbia	209	192,289	36
Virginia	1,683	574,659	60
West Virginia	958	253,273	26
North Carolina	2,195	609,254	55
South Carolina	1,268	299,258	42
Georgia	1,927	574,136	51
Florida	2,076	773,355	107
East South Central:			
Kentucky	1,509	428,346	52
Tennessee	1,782	556,266	46
Alabama	1,413	433,338	48
Mississippi	962	270,811	31
West South Central:			
Arkansas	1,184	280,849	31
Louisiana	1,141	440,457	59
Oklahoma	1,914	451,867	34
Texas	6,217	1,918,096	57
Mountain:			
Montana	490	152,998	43
Idaho	462	135,081	26
Wyoming	299	85,186	36
Colorado	1,029	336,216	54
New Mexico	501	145,345	74
Arizona	534	168,416	68
Utah	404	139,465	50
Nevada	156	57,907	60
Pacific:			
Washington	1,475	447,341	25
Oregon	1,100	355,201	26
California	6,303	2,651,381	54

Source: Bureau of Census, U. S. Dept. of Commerce.

Auto Concerns, Various Categories

Latest counts of business firms in various categories, comprising the automotive industry and allied activities, as supplied by R. L. Polk & Co.'s mailing list division.

Accessories and Parts Supply Jobbers	9,434
Accessory Parts Dealers (retail)	22,500
Auto Body Mfrs.	331
Body Repair Shops	15,394
Brake Lining Mfrs.	43
Brake & Wheel Alignment Service	9,000
Bumper Mfrs.	27
Bus Body Mfrs.	37
Electric Equip. Mfrs.	239
Electrical Service Stations	5,953
Engine Mfrs.	44
Finance Companies	3,560
Fire Apparatus Mfrs.	56
Garages and Repairers	71,245
Gasoline Stations	196,000
Glass Installers	2,711
Heater Mfrs.	35
Jack Mfrs.	53
New-Car Dealers	44,604
Parts Mfrs.	874
Radiator Mfrs.	41
Radiator Repair Shops	4,170
Seat Cover Mfrs. (Custom)	2,612
Spring Mfrs.	139
Tire Dealers	26,600
Tire Jobbers and Wholesalers	2,422
Tire Mfrs.	45
Tire Vulcanizers, Retreaders Recappers	9,300
Trim Shops	1,787
Trailer Mfrs. (Commercial)	306
Trailer Mfrs. (House)	112
Transfer, Cartage and Trucking Companies	36,400
Transmission Mfrs.	21
Truck Body Mfrs. (Commercial)	1,217
Truck Dealers, Exclusive	9,188
Truck Mfrs.	69
Used Car Dealers (Exclusive)	34,360
Washing Concerns (Auto)	3,247
Wheel Mfrs.	16
Wreckers	8,381

Sliding Scale of Automobile Allowances

From 1954 Dartnell Survey of Business Car Expense Control Practices.

Mileage: Per Week	Mileage: Annual	Allowance Per Week*: Class A	Class B	Class C
25	1,300	$ 2.40	$ 2.52	$ 2.65
50	2,600	4.67	4.92	5.17
75	3,900	6.86	7.23	7.61
100	5,200	8.95	9.45	9.95
125	6,500	10.93	11.55	12.18
150	7,800	12.82	13.57	14.32
175	9,100	14.61	15.45	16.36
200	10,400	16.40	17.40	18.40
225	11,700	18.00	19.13	20.25
250	13,000	19.62	20.87	22.12
275	14,300	21.04	22.41	23.79
300	15,600	22.50	24.00	25.50
325	16,900	23.72	25.34	26.97
350	18,200	25.03	26.78	28.53
375	19,500	26.25	28.12	30.00
400	20,800	27.40	29.40	31.40
425	22,100	28.48	30.60	32.73
450	23,400	29.48	31.73	33.98
475	24,700	30.40	32.77	35.15
500	26,000	31.25	33.75	36.25
525	27,300	32.00	34.62	37.25
550	28,600	33.00	35.75	38.50
575	29,900	33.63	36.50	39.38
600	31,200	34.50	37.50	40.50
625	32,500	35.00	38.12	41.25
650	33,800	35.43	38.68	41.93
675	35,100	36.11	39.48	42.86
700	36,400	36.75	40.25	43.75
725	37,700	36.98	40.60	44.23
750	39,000	37.50	41.25	45.00
775	40,300	37.98	41.85	45.73
800	41,600	38.40	42.40	46.40
825	42,900	38.77	42.89	47.02
850	44,200	39.10	43.35	47.60
875	45,500	39.37	43.64	48.12
900	46,800	39.60	44.10	48.60
925	48,100	39.78	44.40	49.03
950	49,400	39.90	44.65	49.40
975	50,700	39.98	44.85	49.73
1,000	52,000	40.00	45.00	50.00

* Class A. Cars operated in moderate-sized communities and in country service over hard-surfaced roads.

Class B. Cars operated in cities of over 500,000 population, where there are numerous traffic stops, and in country areas where only a small percentage of the roads are hard surfaced.

Class C. Cars operated under some unusual conditions, as in mountainous country or in areas where local gasoline taxes are considerably above the national average.

Items Per Repair Order . . .

Auto Dealer Service Volume, 1942-'55

	'42	'43	'44	'45	'46	'47	'48	'49	'50	'51	'52	'53	'54	'55
Lubrications	26.4	23.8	21.4	19.5	18.	23.	27.6	30.5	32.5	27.7	25.7	27.0	32.6	31.91
Oil Changes	14.3	15.3	15.	14.5	13.5	17.2	20.5	22.3	23.4	20.7	19.4	20.7	25.2	24.95
Wash-Polish	7.2	6.4	5.4	6.3	5.4	9.5	10.4	10.	9.8	7.6	6.5	6.6	7.9	7.66
Minor Motor	46.8	50.	51.5	47.	47.5	47.4	47.9	47.3	45.2	39.5	38.9	39.6	46.3	44.51
Major Motor	8.	11.6	14.8	18.9	16.6	15.5	14.1	9.	7.2	6.5	7.0	7.6	9.1	8.36
Brake Work	12.	12.3	13.7	15.9	14.	13.2	13.6	12.4	12.2	11.1	10.9	11.4	13.4	13.40
Chassis	20.	19.2	18.4	19.	18.4	17.3	17.9	17.5	17.4	16.5	16.8	17.7	20.4	21.28
Body & Paint	12.3	11.9	11.5	12.7	12.2	12.5	13.2	12.8	12.3	10.5	9.7	10.7	12.2	12.60
Per Repair Order	1.47	1.50	1.51	1.53	1.45	1.55	1.65	1.61	1.60	1.40	1.35	1.50	1.67	1.73

A breakdown by departments of franchised car and truck dealer service from an analysis of over a million and one-half repair orders monthly.

(Courtesy John E. Wolf Co.)

How Dealer Profit Picture Changed in '55

	At End of 3 Months: Gross Profit	Operating Profit	At End of 6 Months: Gross Profit	Operating Profit	At End of 9 Months: Gross Profit	Operating Profit	At End of 12 Mos., 1955: Gross Profit	Operating Profit	At End of 12 Mos., 1954: Gross Profit	Operating Profit
Volume Group I	15.7	2.9	14.8	3.0	14.4	2.5	13.9	1.5	14.7	0.3
Volume Group II	15.3	3.3	14.8	3.3	13.9	2.6	13.9	1.8	15.0	0.6
Volume Group III	14.7	3.2	14.1	2.9	13.8	3.0	13.6	2.1	14.8	1.2
Volume Group IV	14.2	3.0	13.4	3.0	13.2	2.5	13.4	2.1	14.5	1.4
Industry Average	15.3	3.1	14.6	3.1	14.1	2.6	13.8	1.7	14.8	0.6

Volume groups are based on 1955 retail deliveries of new cars and trucks as follows: Group I, 1 to 149 units; Group II, 150 to 399 units; Group III, 400 to 749 units; Group IV, 750 units and more. The figures are not for the individual quarters, but are cumulative through the end of each period.

Breakdown of Dealer Expense, '55-'54

(PERCENTAGE OF TOTAL SALES)

	Group I 1955	Group I 1954	Group II 1955	Group II 1954	Group III 1955	Group III 1954	Group IV 1955	Group IV 1954	Industry Average 1955	Industry Average 1954
Warranty, policy, delivery	.96	.92	1.12	1.14	1.03	1.08	1.08	1.22	1.02	1.03
Salaries, commissions, other compensation to salesmen	1.60	1.77	2.05	2.26	2.21	2.28	2.20	2.27	1.87	2.02
All other salaries, wages (except mechanics)	4.58	5.31	3.96	5.08	3.60	4.89	3.51	4.47	4.16	5.11
Shop tools and supplies	.42	.49	.38	.44	.30	.36	.26	.32	.38	.44
Rent and expense in lieu of rent	.94	1.20	.82	1.07	.78	.98	.75	.92	.87	1.11
Advertising, other than factory cooperative	.66	.79	.72	.95	.83	1.01	.96	1.04	.73	.88
Insurance, other than building	.36	.42	.30	.36	.24	.30	.17	.22	.30	.37
All other expense	2.86	3.50	2.72	3.14	2.47	2.76	2.35	2.64	2.71	3.22
TOTAL EXPENSE	12.38	14.40	12.07	14.44	11.46	13.66	11.28	13.10	12.04	14.18

—From NADA Survey.

Estimated Consumption of Motor Fuel and Oil On Farms for 1954 by Automobiles, Trucks and Tractors

	GALLONS OF MOTOR FUEL				GALLONS OF MOTOR OIL			
	Automobiles	Trucks	Tractors	TOTAL	Automobiles	Trucks	Tractors	TOTAL
Alabama	39,698,400	31,130,400	41,687,500	112,516,300	794,000	622,600	833,800	2,250,400
Arizona	8,268,800	8,364,000	14,539,500	31,172,300	165,400	167,300	290,800	623,500
Arkansas	31,161,000	35,062,200	59,929,800	126,153,000	623,200	701,200	1,198,600	2,523,000
California	98,841,600	58,443,600	132,969,600	290,254,800	1,976,800	1,168,900	2,659,400	5,805,100
Colorado	25,850,000	20,746,200	59,063,600	105,659,800	517,000	414,900	1,181,300	2,113,200
Delaware	3,003,300	2,080,000	5,127,100	10,210,400	60,100	41,600	102,500	204,200
Florida	23,863,700	16,516,800	24,708,600	65,089,100	477,300	330,300	494,200	1,301,800
Georgia	52,947,000	35,107,500	66,122,700	154,177,200	1,058,900	702,200	1,322,500	3,083,600
Idaho	21,291,400	13,618,800	38,943,600	73,853,800	425,800	272,400	778,900	1,477,100
Illinois	95,620,300	34,838,800	214,234,800	344,693,900	1,912,400	696,800	4,284,700	6,893,900
Indiana	78,162,500	28,116,000	128,656,000	234,934,500	1,563,300	562,300	2,573,100	4,698,700
Iowa	112,750,000	30,322,600	239,679,000	382,751,600	2,255,000	606,500	4,793,600	7,655,100
Kansas	67,623,900	42,712,000	168,231,600	278,567,500	1,352,500	854,200	3,364,600	5,571,300
Kentucky	54,090,300	28,832,000	44,550,900	127,473,200	1,081,800	576,600	891,000	2,549,400
Louisiana	34,414,400	26,389,800	40,731,300	101,535,500	688,300	527,800	814,600	2,030,700
Maryland	17,145,000	8,117,200	24,561,600	49,823,800	342,900	162,300	491,200	996,400
Michigan	66,525,600	25,133,600	99,913,200	191,572,400	1,330,500	502,700	1,998,300	3,831,500
Minnesota	87,661,200	30,069,900	194,952,600	312,683,700	1,753,200	601,400	3,899,100	6,253,700
Mississippi	46,831,200	42,990,400	56,268,200	146,089,800	936,600	859,800	1,125,400	2,921,800
Missouri	72,011,700	34,428,100	128,902,500	235,342,300	1,440,200	688,600	2,578,100	4,706,900
Montana	19,367,400	16,490,000	51,327,400	87,184,800	387,300	329,800	1,026,500	1,743,600
Nebraska	64,061,900	25,125,600	128,000,000	217,187,500	1,281,200	502,500	2,560,000	4,343,700
Nevada	2,058,000	2,051,400	3,141,600	7,251,000	41,200	41,000	62,800	145,000
New England	40,578,800	26,769,600	32,571,000	99,919,400	811,600	535,400	651,400	1,998,400
New Jersey	14,063,000	9,003,600	16,189,500	39,256,100	281,300	180,100	323,800	785,200
New Mexico	9,056,000	10,467,400	12,213,600	31,737,000	181,100	209,300	244,300	634,700
New York	56,534,000	26,838,000	78,209,100	161,581,100	1,130,700	536,800	1,564,200	3,231,700
North Carolina	87,504,000	38,144,600	63,946,400	189,595,000	1,750,100	762,900	1,278,900	3,791,900
North Dakota	34,125,600	21,713,600	128,362,500	184,201,700	682,500	434,300	2,567,300	3,684,100
Ohio	94,016,700	27,031,300	129,688,200	250,736,200	1,880,300	540,600	2,593,800	5,014,700
Oklahoma	49,190,400	39,617,000	94,850,900	183,658,300	983,800	792,300	1,897,000	3,673,100
Oregon	31,038,800	18,885,300	36,489,600	86,413,700	620,800	377,700	729,800	1,728,300
Pennsylvania	66,325,500	28,407,400	83,951,400	178,684,300	1,326,500	568,100	1,679,000	3,573,600
South Carolina	42,500,700	17,008,400	35,491,800	95,000,900	850,000	340,200	709,800	1,900,000
South Dakota	36,531,300	15,550,200	99,590,400	151,671,900	730,600	311,000	1,991,800	3,033,400
Tennessee	51,278,400	31,901,000	46,864,800	130,044,200	1,025,600	638,000	937,300	2,600,900
Texas	143,901,800	94,850,000	271,453,500	510,205,300	2,878,000	1,897,000	5,429,100	10,204,100
Utah	11,184,000	9,249,100	13,483,000	33,916,100	223,700	185,000	269,700	678,400
Virginia	46,825,500	24,796,900	39,208,200	110,830,600	936,500	495,900	784,200	2,216,600
Washington	38,241,600	22,520,000	37,506,000	98,267,600	764,800	450,400	750,100	1,965,300
West Virginia	14,823,000	11,205,000	7,189,000	33,217,000	296,500	224,100	143,800	664,400
Wisconsin	78,844,400	28,721,700	138,393,300	245,959,400	1,576,900	574,400	2,767,900	4,919,200
Wyoming	7,098,000	7,232,900	15,408,800	29,739,700	142,000	144,700	308,200	594,900
TOTAL	2,076,910,100	1,106,599,900	3,347,303,700	6,530,813,700	41,538,200	22,131,900	66,946,400	130,616,500

Estimates prepared by Research Dept., Farm Journal, Inc., from data released by U. S. Dept. of Agriculture, February, 1956.

Farm Vehicle Survey by States—1955

STATE	No. of Wheel Tractors	No. of Garden Tractors	No. of Crawler Tractors	No. of Motor Trucks	No. of Autos	Farms Reporting Electricity	Farms Reporting Piped Running Water	No. of Commercial Farms
Alabama	61,548	2,649	978	65,360	83,374	155,123	68,076	95,101
Arizona	11,459	377	2,046	13,579	15,197	8,417	8,095	6,216
Arkansas	78,629	3,351	1,189	77,394	66,317	131,668	50,168	88,675
California	94,521	12,602	42,260	129,324	172,759	118,656	117,447	89,422
Colorado	56,100	2,283	3,526	48,643	47,000	37,915	29,206	31,578
Connecticut	10,663	2,879	623	13,393	17,459	12,579	12,021	7,761
Delaware	7,668	1,078	158	5,191	7,055	5,993	5,375	5,005
Florida	29,848	2,942	2,031	37,209	46,652	50,052	41,561	32,122
Georgia	83,847	3,008	1,263	77,483	111,026	152,361	85,768	101,872
Idaho	42,059	3,132	7,709	38,790	43,091	37,311	33,870	31,224
Illinois	262,233	24,263	3,549	100,396	190,121	169,161	116,061	147,786
Indiana	173,700	30,319	2,336	78,066	162,489	148,392	110,808	115,167
Iowa	294,821	14,662	2,239	84,678	225,497	188,073	135,293	178,248
Kansas	165,337	7,848	3,134	112,441	129,345	111,050	73,638	102,520
Kentucky	82,880	4,787	1,003	68,013	122,152	173,483	54,872	121,789
Louisiana	48,973	1,928	1,075	48,644	62,789	101,419	55,610	60,454
Maine	16,084	2,138	716	18,287	21,792	22,028	18,151	13,221
Maryland	34,842	4,899	927	22,275	38,077	30,155	23,903	22,042
Massachusetts	12,064	3,580	632	14,411	20,011	17,019	16,318	10,966
Michigan	163,195	20,698	3,609	71,155	156,949	136,060	115,311	98,214
Minnesota	245,045	6,084	4,297	90,260	191,441	155,555	94,297	146,527
Mississippi	78,183	1,971	1,467	77,605	98,852	183,346	63,150	148,515
Missouri	165,944	14,672	2,562	95,960	161,161	188,630	85,023	140,331
Montana	49,120	3,019	5,052	48,517	38,233	29,186	20,884	28,678
Nebraska	157,638	3,314	2,372	72,175	121,110	95,366	69,696	94,123
Nevada	3,802	232	560	3,908	3,500	2,319	2,287	1,913
New Hampshire	6,266	1,525	364	8,390	10,183	10,131	9,374	5,425
New Jersey	24,063	5,093	1,009	24,350	28,736	22,449	21,285	17,116
New Mexico	16,282	642	533	19,906	16,055	17,231	12,544	12,056
New York	124,041	14,749	5,655	71,020	122,941	103,495	90,242	77,291
North Carolina	118,670	5,308	1,487	86,290	182,323	250,692	128,110	181,080
North Dakota	110,167	2,034	2,335	66,791	72,315	55,815	25,400	59,514
Ohio	194,962	34,782	3,344	77,864	197,056	171,739	128,581	123,467
Oklahoma	100,783	4,463	1,254	86,480	89,578	108,450	61,656	74,037
Oregon	43,371	12,917	10,852	48,325	61,069	52,666	50,559	32,138
Pennsylvania	132,035	21,720	5,446	72,066	144,554	124,244	106,949	82,358
Rhode Island	1,172	384	84	1,904	2,301	1,932	1,791	1,103
South Carolina	43,996	1,830	725	40,374	89,135	109,100	50,191	73,120
South Dakota	107,739	2,235	1,453	47,719	74,075	56,733	29,754	59,798
Tennessee	83,366	5,162	1,514	72,999	118,701	184,783	73,706	124,465
Texas	264,319	8,381	4,193	189,733	250,676	269,218	199,451	182,347
Utah	18,019	1,622	1,419	18,130	23,343	21,948	20,776	15,114
Vermont	13,318	1,243	858	11,177	16,754	15,510	14,864	11,891
Virginia	62,994	12,817	1,734	58,923	100,709	125,006	68,730	71,371
Washington	43,588	13,556	13,450	56,227	74,440	63,355	60,932	36,406
West Virginia	17,457	6,545	705	27,001	36,559	63,264	30,386	21,479
Wisconsin	209,936	10,652	2,932	87,337	179,560	148,648	108,689	135,020
Wyoming	17,488	622	1,212	15,103	13,984	10,168	7,790	9,611
TOTAL	4,184,235	346,997	159,871	2,701,266	4,258,496	4,447,894	2,808,649	3,325,677

Totals shown are the result of adding state totals from preliminary census releases and may not agree in each case with U. S. totals in census summary released in December, 1955, since some final data have apparently been included in that release.

Source: Implement & Tractor

Farm Facts

STATE	Number of Farms 1954	Income Per Farm 1954	Number of Farms Electrified June 30, 1955	Value of Farm Land and Buildings 1954
Alabama	176,956	$ 2,271	159,256	$ 1,102,435,880
Arizona	9,321	39,970	8,071	763,072,986
Arkansas	145,075	3,894	134,675	1,231,831,825
California	123,074	20,471	118,074	7,279,088,656
Colorado	40,749	11,130	35,449	1,485,301,050
Connecticut	12,753	13,223	12,603	301,863,510
Delaware	6,297	15,724	5,997	117,703,524
Florida	57,543	9,566	50,643	1,638,019,038
Georgia	165,524	3,636	153,424	1,311,943,224
Idaho	38,735	8,529	37,535	1,227,318,475
Illinois	175,543	10,947	170,043	7,174,617,953
Indiana	153,593	7,542	150,043	3,884,674,156
Iowa	192,933	11,952	188,383	6,960,443,841
Kansas	120,167	7,917	108,967	4,176,644,419
Kentucky	193,487	2,922	176,787	1,566,470,752
Louisiana	111,127	3,447	103,927	1,065,819,057
Maine	23,368	6,186	21,968	220,570,552
Maryland	32,500	7,691	30,350	662,870,000
Massachusetts	17,361	10,899	17,061	285,310,674
Michigan	138,922	4,820	136,072	2,148,567,652
Minnesota	165,225	7,660	156,125	3,478,647,150
Mississippi	215,915	2,469	185,865	1,317,513,330
Missouri	201,614	5,182	191,064	2,715,337,352
Montana	33,059	11,983	28,009	1,430,066,222
Nebraska	100,846	10,589	93,396	3,477,371,772
Nevada	2,857	13,989	2,057	170,774,318
New Hampshire	10,411	6,443	10,161	121,288,150
New Jersey	22,686	14,918	22,486	628,492,944
New Mexico	21,070	9,065	16,970	814,566,200
New York	105,714	7,710	103,514	1,604,632,806
North Carolina	267,906	3,486	254,106	2,171,378,130
North Dakota	61,939	7,608	52,289	1,520,540,511
Ohio	177,074	6,200	172,024	3,728,647,218
Oklahoma	118,979	4,694	108,079	2,241,564,360
Oregon	54,442	7,123	52,942	1,512,670,970
Pennsylvania	128,876	5,929	124,376	1,743,563,404
Rhode Island	2,004	12,432	1,954	43,118,064
South Carolina	124,203	2,592	110,653	840,481,701
South Dakota	62,520	9,121	54,120	1,794,824,160
Tennessee	203,149	2,354	188,249	1,527,883,629
Texas	292,946	6,608	270,646	8,522,677,978
Utah	22,825	6,657	22,125	535,931,000
Vermont	15,981	6,562	15,581	203,278,320
Virginia	136,416	3,366	125,916	1,476,157,536
Washington	65,175	8,748	64,075	1,890,466,050
West Virginia	68,583	1,810	63,733	485,156,142
Wisconsin	153,558	6,566	148,558	2,272,811,958
Wyoming	11,392	12,030	9,642	516,365,184
TOTAL	4,782,393	$ 6,369	4,468,043	$92,390,773,783

Sources: 1954 Census of Agriculture (Preliminary Releases)
U. S. Dept. of Agriculture—R. E. A. Release—Dec. 16, 1955
The Farm Income Situation—March 4, 1955 and Oct. 31, 1955
Compiled by Research Department—Farm Journal, Inc.

Stripped of 'Options' . . .

4-Door Sedan Prices, '56 vs. '55

(Lowest-priced V-8 model in each line)

	1956	1955	Increase
AMERICAN MOTORS			
Hudson	N.A.	$2,825.00	———
Nash	$2,956.00	2,775.00	$181.00
CHRYSLER CORP.			
Chrysler	$2,824.75	$2,660.25	$164.50
DeSoto	2,632.25	2,497.75	134.50
Dodge	2,326.25	2,196.00	130.25
Imperial	4,780.00	4,483.25	296.75
Plymouth	1,995.75	1,884.00	111.75
FORD MOTOR CO.			
Ford	$1,945.36	$1,853.22	$92.14
Lincoln	4,157.00	3,563.00	*
Mercury	2,370.00	2,276.50	93.50
GENERAL MOTORS			
Buick	$2,372.00	$2,291.32	$80.68
Cadillac	4,241.00	3,976.70	264.30
Chevrolet	1,934.00	1,827.00	107.00
Oldsmobile	2,443.00	2,362.09	80.91
Pontiac	2,259.00	2,163.62	95.38
STUDEBAKER-PACKARD			
Clipper	$2,731.00	$2,585.53	$145.47
Packard	4,160.00	4,040.32	119.68
Studebaker	N.A.	1,918.72	———

—Advertised-delivered prices compiled by Automotive News

N.A.—Not Available.
*—Lincoln says 1956 and 1955 models are not comparable.

Chrysler vs. General Motors

Stock Price Ranges and Related Items

Year	Approx. Price Range Chrysler	Approx. Price Range GM	Price-Earn. Ratios Chrysler	Price-Earn. Ratios GM	Yield on Average Price Chrysler	Yield on Average Price GM
Current	73	45	9.7*	12.0*	4.1*	4.4*
1955	102 - 66	54 - 30	8.9 - 5.7	12.6 - 7.0	4.8	5.2
1954	70 - 56	33 - 19	53.0 -42.5	10.9 - 6.4	7.1	6.4
1953	96 - 59	23 - 18	11.2 - 6.9	10.4 - 8.1	7.8	6.5
1952	98 - 68	24 - 17	10.8 - 7.5	11.0 - 8.0	7.2	6.7
1951	82 - 65	18 - 15	9.9 - 7.9	9.6 - 8.2	10.2	8.0
1950	84 - 62	18 - 11	5.7 - 4.2	5.9 - 3.6	13.3	13.5
1949	68 - 44	12 - 9	4.5 - 2.9	5.0 - 3.5	9.3	12.8
1948	66 - 51	11 - 8	6.4 - 4.9	6.8 - 5.2	6.8	7.7
1947	67 - 43	11 - 9	8.7 - 5.5	10.5 - 8.3	5.2	5.1
1946	70 - 37	13 - 8	22.8 -12.1	45.7 -27.3	2.8	3.5
1941	36 - 21	8 - 6	7.8 - 4.5	10.9 - 6.4	10.5	9.7
1940	46 - 26	9 - 6	10.5 - 6.1	13.1 - 8.6	7.6	8.0
1939	47 - 26	10 - 6	11.1 - 6.3	14.1 - 9.0	6.8	7.5
1938	44 - 17	9 - 4	20.4 - 8.2	24.9 -11.7	3.2	3.8
1937	67 - 23	12 - 5	11.6 - 4.0	16.1 - 6.5	11.0	7.6
1936	69 - 42	13 - 9	9.7 - 6.0	14.4 -10.1	10.7	6.9
1935	47 - 15	10 - 4	11.7 - 3.8	16.1 - 7.2	3.2	5.2
1932	11 - 2½	4 - 1	deficit	deficit	7.5	7.8
1929	67 - 13	15 - 5	27.4 - 5.3	16.7 - 6.1	3.7	5.7

*Based on estimated 1956 share earnings of $7.50 for Chrysler and $3.75 for General Motors. Current annual dividend rates are $3.00 for Chrysler and $2.00 for General Motors.

Source: Argus Research Corp.

Safety and Shop Profit keep steady company —when you work with BUICK

FACTORY ENGINEERED

Replacement Parts

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Check Lights
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—Brakes
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Protect Your Buick Owners by using Buick parts engineered with liberal provision for safety factors.

Protect Your Shop Profits by keeping job costs low with Buick Factory Engineered Parts.

For Safety and Sure Satisfaction buy Buick parts from your Buick dealer—at your full discount.

Did You Know that all 1956 Buicks have new grooved linings that keep braking power high despite frequent hard stops?

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The Automotive Industry Picture in Canada

Sales

Canadian New Motor Vehicle Sales by Provinces, 1951-55

PROVINCE	Passenger Cars Number	Passenger Cars Retail Value	Trucks and Buses Number	Trucks and Buses Retail Value	Total, Cars Trucks and Buses Number	Total, Cars Trucks and Buses Retail Value
1951:						
CANADA	275,686	$683,182,846	109,962	$266,976,665	385,648	$950,159,511
Maritimes	19,176	$ 46,216,299	8,874	$ 19,192,362	28,050	$ 65,408,661
Quebec	52,786	135,449,611	20,216	54,320,780	73,002	189,770,391
Ontario	121,479	301,159,763	37,792	94,693,818	159,271	395,853,581
Manitoba	16,668	41,029,673	6,813	15,230,404	23,481	56,260,077
Saskatchewan	18,013	44,503,873	12,411	26,462,615	30,424	70,966,488
Alberta	22,448	55,906,861	14,510	32,808,203	36,958	88,715,064
British Columbia	25,116	58,916,766	9,346	24,268,483	34,462	83,185,249
1952*:						
CANADA	292,095	$725,167,630	108,682	$278,494,711	400,777	$1,003,662,341
Maritimes	21,531	$ 51,990,632	9,746	$ 22,197,189	31,277	$ 74,187,821
Quebec	58,805	150,042,481	19,510	57,154,008	78,315	207,196,489
Ontario	124,587	310,735,388	34,955	89,596,608	159,542	400,331,996
Manitoba	16,337	40,076,647	6,255	15,137,563	22,592	55,214,210
Saskatchewan	19,480	48,204,826	13,398	30,965,145	32,878	79,169,971
Alberta	25,197	63,282,691	16,012	39,909,663	41,209	103,192,354
British Columbia	26,158	60,834,965	8,806	23,534,535	34,964	84,369,500
1953*:						
CANADA	359,172	$899,726,000	103,354	$262,745,000	462,526	$1,162,471,000
Maritimes	26,995	$ 65,628,000	9,733	$ 21,053,000	36,728	$ 86,681,000
Quebec	68,919	178,190,000	17,765	50,034,000	86,684	228,224,000
Ontario	158,087	394,864,000	35,477	92,795,000	193,564	487,659,000
Manitoba	19,253	47,594,000	5,954	15,139,000	25,207	62,733,000
Saskatchewan	24,037	61,398,000	12,543	28,969,000	36,580	90,367,000
Alberta	29,028	73,163,000	14,286	35,233,000	43,314	108,396,000
British Columbia	32,853	78,889,000	7,596	19,522,000	40,449	98,411,000
1954:						
CANADA	310,526	$797,507,000	72,085	$191,944,000	382,611	$989,451,000
Maritimes	23,868	$ 58,695,000	7,720	$ 17,526,000	31,588	$ 76,221,000
Quebec	65,631	172,875,000	14,444	41,499,000	80,075	214,374,000
Ontario	141,171	362,124,000	24,966	68,272,000	166,137	430,396,000
Manitoba	15,113	38,455,000	3,656	9,926,000	18,769	48,381,000
Saskatchewan	16,143	42,049,000	5,999	14,426,000	22,142	56,475,000
Alberta	22,120	57,470,000	8,837	22,692,000	30,957	80,162,000
British Columbia	26,480	65,839,000	6,463	17,603,000	32,943	83,442,000
1955:						
CANADA	386,937	$1,023,256,000	78,692	$232,308,000	465,629	$1,255,564,000
Maritimes	28,338	$ 71,321,000	8,220	$ 20,630,000	36,558	$ 91,591,000
Quebec	80,918	219,403,000	16,181	53,081,000	97,099	272,484,000
Ontario	180,889	479,458,000	28,286	84,196,000	209,175	563,654,000
Manitoba	16,476	43,426,000	3,698	12,257,000	20,174	55,683,000
Saskatchewan	14,813	39,140,000	4,604	11,393,000	19,417	50,533,000
Alberta	27,774	73,836,000	8,769	25,337,000	36,543	99,173,000
British Columbia	37,729	96,672,000	8,934	25,414,000	46,663	122,086,000

Source: Canadian Automobile Chamber of Commerce.

Canadian New Motor Vehicle Sales by Months, 1953-55

MONTH	Passenger Cars Number	Passenger Cars Retail Value	Trucks and Buses Number	Trucks and Buses Retail Value	Total, Cars Trucks and Buses Number	Total, Cars Trucks and Buses Retail Value
1953:						
January	23,142	$ 57,124,000	7,061	$ 17,907,000	30,203	$ 75,031,000
February	30,282	76,212,000	8,246	20,304,000	38,528	96,516,000
March	39,607	99,475,000	10,392	25,339,000	49,999	124,814,000
April	43,519	109,848,000	12,742	30,826,000	56,261	140,674,000
May	40,783	103,295,000	12,195	30,007,000	52,978	133,302,000
June	37,227	93,836,000	9,464	24,169,000	46,691	118,005,000
July	34,594	85,738,000	8,207	21,051,000	42,801	106,789,000
August	22,016	54,904,000	7,024	18,241,000	29,040	73,145,000
September	22,495	55,762,000	7,534	19,993,000	30,029	75,755,000
October	24,823	61,284,000	7,958	21,485,000	32,781	82,769,000
November	21,236	53,307,000	6,904	18,443,000	28,140	71,750,000
December	19,448	48,941,000	5,627	14,980,000	25,075	63,921,000
January-December, 1953	359,172	$899,726,000	103,354	$262,745,000	462,526	$1,162,471,000
1954:						
January	18,507	$ 46,736,000	4,626	$ 12,401,000	23,133	$ 59,137,000
February	23,722	60,410,000	6,302	16,327,000	30,024	76,737,000
March	36,422	94,531,000	8,465	22,256,000	44,887	116,787,000
April	39,148	100,666,000	8,056	20,987,000	47,204	121,653,000
May	35,996	92,969,000	8,011	20,381,000	44,007	113,350,000
June	31,808	82,223,000	6,836	17,895,000	38,644	100,118,000
July	27,973	71,360,000	5,704	14,437,000	33,677	85,797,000
August	21,524	54,940,000	5,915	14,832,000	27,439	69,772,000
September	23,175	58,521,000	5,137	13,269,000	28,312	71,790,000
October	15,946	39,755,000	4,805	13,212,000	20,751	52,967,000
November	16,269	41,891,000	4,305	13,930,000	20,574	55,821,000
December	19,347	52,037,000	3,883	11,473,000	23,230	63,510,000
January-December, 1954	309,837	$796,039,000	72,045	$191,400,000	381,882	$ 987,439,000
1955:						
January	17,810	$47,242,000	3,564	$ 10,202,000	21,374	$ 57,444,000
February	22,084	58,041,000	4,210	11,995,000	26,294	70,036,000
March	30,942	78,678,000	4,685	13,736,000	35,627	92,414,000
April	46,002	121,042,000	7,908	22,671,000	53,910	143,713,000
May	52,279	135,745,000	8,770	24,242,000	61,049	159,534,000
June	45,923	119,516,000	8,989	26,485,000	54,912	146,001,000
July	40,000	103,680,000	7,434	22,698,000	47,434	126,378,000
August	33,453	86,673,000	8,595	24,576,000	42,048	111,249,000
September	24,906	64,376,000	6,901	21,416,000	31,807	85,792,000
October	26,135	72,630,000	7,283	21,356,000	33,418	93,986,000
November	23,594	67,159,000	5,366	16,063,000	28,960	83,222,000
December	23,809	68,474,000	4,987	16,868,000	28,796	85,342,000
January-December, 1955	386,937	$1,023,256,000	78,692	$232,308,000	465,629	$1,255,564,000

Source: Canadian Automobile Chamber of Commerce.

Output

Canadian Vehicle Production

By Months, 1950-1955

	1950	1951	1952	1953	1954	1955
January	28,527	39,204	34,232	36,990	40,930	28,924
February	30,137	40,592	32,448	43,014	44,992	33,083
March	30,051	47,779	33,604	51,398	45,771	50,445
April	26,386	41,060	46,908	52,365	46,432	54,023
May	35,281	42,911	42,690	50,521	37,984	58,354
June	41,383	36,229	41,910	50,444	30,020	56,178
July	40,131	30,294	34,134	49,226	25,692	48,419
August	24,272	21,833	22,853	21,537	13,362	24,100
September	38,035	29,861	41,065	35,785	11,377	19,215
October	35,573	32,462	41,659	36,600	11,860	23,655
November	30,322	29,461	31,340	20,519	17,213	29,520
December	30,738	22,086	29,868	35,915	25,933	28,266
Total	390,836	413,772	432,711	484,314	351,566	454,182

Source: Canadian Automobile Chamber of Commerce.

1955 Canadian Vehicle Production

For Domestic Use and Export*

	Factory Shipments of Made-in-Canada Vehicles: For Sale in Canada	For Export	Total	Shipments of Vehicles Imported from United States
	(Number of Units)			
PASSENGER CARS—				
Convertible cars	30,646	79	30,725	9,684
Permanent closed cars—				
Coupe	13,534	65	13,599	163
2-door sedan	68,899	20	68,919	1,509
4-door sedan	213,718	11,255	224,973	12,487
Station-wagon type	15,890	952	16,842	2,172
Other models	6,355	3	6,358	3,777
Chassis (sold without bodies)	.....	13,345	13,345	1
Total Passenger Cars	349,042	25,719	374,761	29,793
COMMERCIAL VEHICLES (including trucks, buses and chassis) Maximum Gross Vehicle Weight in pounds:				
5,000 and less	35,400	4,452	39,852	1,100
5,001-10,000	10,934	636	11,570	1,982
10,001-14,000	3,281	696	3,977	368
14,001-16,000	5,489	3,560	9,049	688
16,001-19,500	10,247	29	10,276	591
19,501-26,000	3,288	.....	3,288	667
Over 26,000	489	2	491	636
Total Trucks	69,128	9,375	78,503	6,032
Total Coaches or Buses	359	....	359	143
Total Commercial Vehicles	69,487	9,375	78,862	6,175
TOTAL PASSENGER AND COMMERCIAL	418,529	35,094	453,623	35,968

* Includes Military Vehicles.

Source: Canadian Automobile Chamber of Commerce.

1954 Canadian Vehicle Production

For Domestic Use and Export*

	Factory Shipments of Made-in-Canada Vehicles: For Sale in Canada	For Export	Total	Shipments of Vehicles Imported from United States
	(Number of Units)			
PASSENGER CARS—				
Convertible cars	16,085	151	16,236	7,244
Permanent closed cars:				
Coupe	7,134	207	7,341	51
2-door sedan	59,107	29	59,136	755
4-door sedan	178,394	6,688	185,082	7,613
Station-wagon type	6,248	130	6,378	1,463
Other Models	.....	...	.....	1,653
Chassis (sold without bodies)	2	11,832	11,834	....
Total Passenger Cars	266,970	19,037	286,007	18,779
COMMERCIAL VEHICLES (including trucks, buses and chassis) Maximum Gross Vehicle Weight in pounds:				
5,000 and less	31,149	4,407	35,556	1,069
5,001-10,000	9,744	843	10,587	1,158
10,001-14,000	2,662	1,347	4,009	286
14,001-16,000	4,961	3,007	7,968	396
16,001-19,500	7,435	90	7,525	273
19,501-26,000	3,258	8	3,266	419
Over 26,000	489	1	490	562
Total Trucks	59,149	9,703	69,401	4,163
Total Coaches or Buses	378	....	378	76
Total Commercial Vehicles	60,076	9,703	69,779	4,239
TOTAL PASSENGER AND COMMERCIAL	327,046	28,740	355,786	23,018

*Includes Military Vehicles.

Source: Canadian Automobile Chamber of Commerce.

Here's why Dealers say:

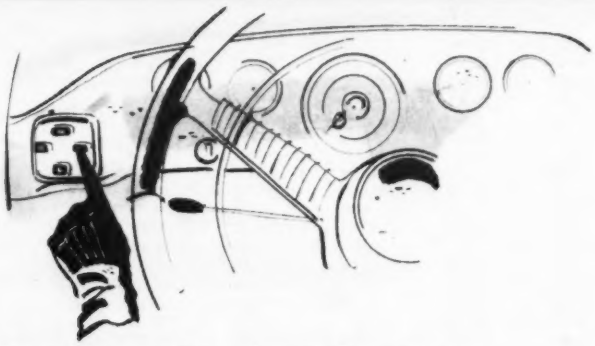
"255 hp De Soto most newsworthy car of '56"

320 hp Adventurer to Pace Pikes Peak Race

A natural choice to pace the gruelling Pikes Peak hill climb this July, the new 320 horsepower De Soto Adventurer is setting brand new standards for performance and "glamour" wherever she makes an appearance. A tremendous traffic builder and a dramatic sales plus for De Soto dealers.

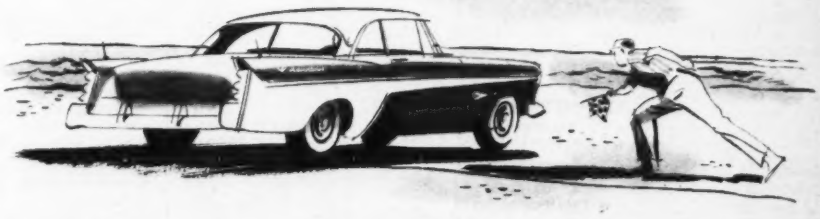
Chosen Official Pace Car—Indianapolis 500

There's only one Indianapolis Pace Car and De Soto's copped the honors. With an outstanding performance story to tell (De Soto's a sizzler) you can't beat the "500" for promotional excitement. And the same 255 hp V-8 that powers the Pace Car is standard on every '56 De Soto Fireflite.



Push-button driving standard equipment

The completely mechanical (no electronic service problems to ruin your day) push-button drive selector is standard equipment on every De Soto Fireflite. Talk about keeping prospects happy . . . you can just bet closing comes faster with De Soto push-button driving easing your way.



Electronically clocked at 137 miles per hour

You read it right fella, this particular De Soto was actually clocked at the sensational speed of 137.293 miles an hour. Howja like to spring that bit of info on your next performance-minded (and who isn't) prospect? You can (and already have) if you happen to be a De Soto dealer.

It pays to be a De Soto Dealer!

How Dealers Fared in '55 On Expenses, Profits

EDITOR'S NOTE: *The following figures are taken from NADA's latest "Operating Averages for the Automobile Retailing Industry."*

Operating Profit Before Taxes, 1955-1954

	1955 Percent of Sales	1955 Per New Unit Retailed	1954 Percent of Sales	1954 Per New Unit Retailed
*VOLUME GROUP I				
GROSS PROFIT	13.9	$681	14.7	$747
Selling Expense	3.1	151	3.3	167
Operating Expense	9.3	457	11.1	563
TOTAL EXPENSE	12.4	608	14.4	730
OPERATING PROFIT	1.5	73	0.3	17
VOLUME GROUP II				
GROSS PROFIT	13.9	$658	15.0	$713
Selling Expense	3.8	182	4.0	193
Operating Expense	8.3	392	10.4	493
TOTAL EXPENSE	12.1	574	14.4	686
OPERATING PROFIT	1.8	84	0.6	27
VOLUME GROUP III				
GROSS PROFIT	13.6	$600	14.8	$639
Selling Expense	4.1	181	4.2	184
Operating Expense	7.4	324	9.4	404
TOTAL EXPENSE	11.5	505	13.6	588
OPERATING PROFIT	2.1	95	1.2	51
VOLUME GROUP IV				
GROSS PROFIT	13.4	$489	14.5	$506
Selling Expense	4.3	158	4.5	158
Operating Expense	7.0	253	8.6	299
TOTAL EXPENSE	11.3	411	13.1	457
OPERATING PROFIT	2.1	78	1.4	49
INDUSTRY AVERAGE				
GROSS PROFIT	13.8	$637	14.8	$691
Selling Expense	3.6	165	3.8	175
Operating Expense	8.5	392	10.4	487
TOTAL EXPENSE	12.1	557	14.2	662
OPERATING PROFIT	1.7	80	0.6	29

*Volume groups are based on 1955 deliveries of new cars and trucks as follows: Group I, 1 to 149 units; Group II, 150 to 399 units; Group III, 400 to 749 units, and Group IV, 750 and over.

New Cars and Trucks
Inventory Per Dealer

	Cars Dec. 31, 1955	Cars Dec. 31, 1954	Trucks (Per truck Dealer) Dec. 31, 1955	Trucks (Per truck Dealer) Dec. 31, 1954	Days' Supply Cars Dec. 31, 1955	Days' Supply Cars Dec. 31, 1954	Days' Supply Trucks Dec. 31, 1955	Days' Supply Trucks Dec. 31, 1954
Group I	8.5	4.9	2.3	2.1	39.4	26.7	65.6	46.6
Group II	21.2	14.3	5.8	4.8	34.8	23.8	50.5	42.1
Group III	38.5	25.3	10.6	8.8	27.8	17.5	47.6	33.7
Group IV	82.5	62.3	19.4	19.5	23.7	17.3	33.7	31.8
Industry Average	12.8	7.6	3.4	2.9	34.3	23.3	54.7	41.9

Percent Gross Profit to Sales

	Cars 1955	Cars 1954	Trucks 1955	Trucks 1954
Group I	23.2	21.7	18.8	18.6
Group II	24.6	22.7	19.5	19.1
Group III	24.7	22.9	19.3	17.8
Group IV	23.5	21.3	17.1	15.1
Industry Average	23.8	22.1	18.8	18.1

Used Cars

	Selling Price Per Unit 1955	Selling Price Per Unit 1954	Ratio Used-Unit Sales to New 1955	Ratio Used-Unit Sales to New 1954	Gross Loss Per Used-Unit Sold 1955	Gross Loss Per Used-Unit Sold 1954	Gross Loss Per New-Unit Sold 1955	Gross Loss Per New-Unit Sold 1954
Group I	$690	$694	1.8	2.1	$127	$ 69	$232	$145
Group II	735	740	1.6	1.7	173	102	284	176
Group III	719	715	1.4	1.4	224	145	315	197
Group IV	631	674	1.1	1.1	247	149	283	160
Industry Average	700	707	1.6	1.8	163	93	265	162

	No. Days' Supply in Inventory Dec. 31, 1955	No. Days' Supply in Inventory Dec. 31, 1954	Average Cost Per Used Unit In Inventory Dec. 31, 1955	Average Cost Per Used Unit In Inventory Dec. 31, 1954	Pct. of Used Vehicles in Stock 30 Days Or Longer Dec. 31, 1955	Pct. of Used Vehicles in Stock 30 Days Or Longer Dec. 31, 1954
Group I	42.7	41.7	$627	$654	53.8	47.8
Group II	30.7	32.2	660	718	42.8	40.4
Group III	23.0	25.1	753	731	32.1	27.3
Group IV	19.9	21.6	716	708	29.1	20.7
Industry Average	34.8	35.7	647	678	47.8	42.9

Parts
(Accessories Not Included)

	Average Sales Per New Unit Sold 1955	Average Sales Per New Unit Sold 1954	Percentage of Gross Profit To Sales 1955	Percentage of Gross Profit To Sales 1954	Number Months' Supply in Inventory 1955	Number Months' Supply in Inventory 1954	Annual Turnover of Investment 1955	Annual Turnover of Investment 1954
Group I	$332	$401	30.5	31.0	6.7	6.8	1.8	1.8
Group II	251	319	31.3	31.1	5.3	5.1	2.3	2.4
Group III	222	288	30.0	29.1	4.7	4.2	2.6	2.9
Group IV	181	205	28.6	28.3	4.2	3.9	2.9	3.1
Industry Average	274	338	30.5	30.1	5.9	5.8	2.0	2.1

Customer Labor Sales

	Average Sales Per New Unit Sold 1955	Average Sales Per New Unit Sold 1954	Percentage of Gross Profit to Sales 1955	Percentage of Gross Profit to Sales 1954
Group I	$233	$303	39.2	38.3
Group II	187	239	42.5	44.8
Group III	166	214	47.0	46.5
Group IV	125	156	49.1	48.1
Industry Average	196	255	41.9	41.7

Total Service Sales
(Includes labor, parts and all other service and stockroom sales, except accessories with new vehicles)

	Average Sales Per New Unit Sold 1955	Average Sales Per New Unit Sold 1954	Percent of Gross Profit To Sales 1955	Percent of Gross Profit To Sales 1954	*Percentage of Service Absorption 1955	*Percentage of Service Absorption 1954
Group I	$809	$987	30.9	31.3	54.7	54.6
Group II	629	759	34.1	33.5	54.7	51.5
Group III	520	650	35.9	35.7	57.6	57.5
Group IV	409	473	36.9	36.0	59.6	56.8
Industry Average	665	812	32.8	32.7	55.5	54.4

*The percentage of operating (or fixed or semi-fixed) expense covered by gross profit from all service and parts operations. Officers' or owners' salaries included.

Percentage of Departmental Sales to Total Sales

	New Cars and Trucks 1955	New Cars and Trucks 1954	Used Cars and Trucks 1955	Used Cars and Trucks 1954	Total Service and Parts 1955	Total Service and Parts 1954	Miscellaneous Sales 1955	Miscellaneous Sales 1954
Group I	56.2	50.5	25.7	28.2	16.5	19.5	1.6	1.8
Group II	60.4	55.8	25.4	26.7	13.2	16.0	1.0	1.5
Group III	64.0	60.3	23.0	22.6	11.8	15.1	1.2	2.0
Group IV	68.9	65.0	19.8	20.7	11.2	13.5	0.1	0.8
Industry Average	59.8	54.6	24.6	26.3	14.4	17.4	1.2	1.7

The Current Financial Position Of Automotive Companies

Car, Truck, Body and Trailer Manufacturers

COMPANY	TOTAL INVESTED CAPITAL (000 omitted)	NET SALES 1955 (000 omitted)	NET SALES 1954 (000 omitted)	NET PROFITS 1955 (000 omitted)	NET PROFITS 1954 (000 omitted)	
American Motors	$ 157,998	$ 441,127	$ 400,344	($6,956,425)	($ 11,071)	American Motors
Chrysler Corp.	777,073	3,470,526	2,073,977	100,063	18,517	Chrysler Corp.
Diamond T Motor Car	12,881	37,928	25,832	155	(204)	Diamond T Motor Car
Divco Corp.	7,158	12,214	9,121	434	385	Divco Corp.
Ford Motor Co.	1,942,629	5,594,022	4,062,331	436,991	227,800	Ford Motor Co.
Ford Motor of Canada	144,899	346,144	250,325	20,730	14,243	Ford Motor of Canada
Fruehauf Trailer	106,903	223,476	146,330	8,658	4,510	Fruehauf Trailer
Gar Wood Industries	17,005	29,910	30,468	(794)	(825)	Gar Wood Industries
General Motors	5,010,455	12,443,277	9,823,526	1,189,477	805,974	General Motors
Mack Trucks	68,504	194,317	120,288	7,816	1,345	Mack Trucks
Studebaker-Packard	144,458	482,186	222,305	(30,884)	(26,178)	Studebaker-Packard
Twin Coach	N.A.	23,457	44,869	85	1,504	Twin Coach
White Motor	68,434	179,944	145,458	6,061	4,889	White Motor

Tire and Rubber Companies

Dayton Rubber	$ 30,696	$ 69,150	$ 55,924	$ 2,321	$ 1,152	Dayton Rubber
Firestone	480,639	1,114,870	916,047	55,379	40,510	Firestone
General Tire	111,693	295,731	216,986	9,705	4,503	General Tire
Goodrich	398,465	755,017	630,671	46,662	38,816	Goodrich
Goodyear	666,303	1,372,176	1,090,094	59,666	48,055	Goodyear
Lee Rubber	25,051	45,910	39,385	1,750	1,400	Lee Rubber
Mansfield Tire & Rubber	19,325	74,556	50,378	1,768	890	Mansfield Tire & Rubber
Seiberling	17,218	45,987	35,714	1,127	216	Seiberling
U. S. Rubber	428,871	925,539	781,574	33,559	27,959	U. S. Rubber

Parts, Accessories and Miscellaneous Suppliers

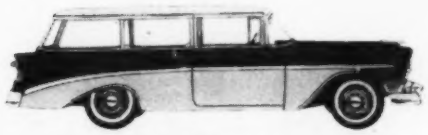
Abrasive & Metal Products	$ 5,046	$ 9,995	$ 4,623	$ 282,790	($ 48,169)	Abrasive & Metal Products
Ainsworth Mfg.	8,054	31,852	18,667	493,290	158,673	Ainsworth Mfg.
Allen Electric	N.A.	N.A.	3,796	N.A.	(74,784)	Allen Electric
Allen Industries	12,024	49,655	34,103	1,881,693	1,265,178	Allen Industries
Allied Products	10,756	19,095	19,877	1,213,021	1,203,768	Allied Products
American Forging & Socket	2,800	739	907	154,369	238,020	American Forging & Socket
American Metal Products	N.A.	63,506	41,424	4,289,053	2,598,256	American Metal Products
Baldwin Rubber	8,319	N.A.	N.A.	734,790	1,101,442	Baldwin Rubber
Bendix Aviation	168,997	567,250	607,712	25,888,599	25,537,771	Bendix Aviation
Bingham-Herbrand	7,147	15,493	14,874	658,188	78,967	Bingham-Herbrand
Bohn Aluminum	N.A.	57,496	42,791	2,217,290	(351,004)	Bohn Aluminum
Borg-Warner	244,716	552,192	380,317	41,075,784	24,460,075	Borg-Warner
Brown McLaren Mfg.	686	1,116	1,294	(54,509)	(17,935)	Brown McClaren Mfg.
Budd Co.	140,595	316,573	245,124	13,790,578	6,292,424	Budd Co.
Campbell, Wyant & Cannon	N.A.	34,693	19,469	1,736,910	764,846	Campbell, Wyant & Cannon
Clevite Corp.	42,650	71,936	59,205	4,854,753	2,668,648	Clevite Corp.
Continental Motors	48,843	145,465	182,062	2,502,287	4,542,748	Continental Motors
Crampton Mfg.	5,789	14,606	13,426	1,303	634,747	Crampton Mfg.
Dana Corp.	81,881	186,564	153,525	15,302,957	12,284,722	Dana Corp.
Decker Mfg.	1,293	2,760	1,559	206,825	59,646	Decker Mfg.
Detroit Aluminum & Brass	3,232	6,599	4,074	802,179	223,292	Detroit Aluminum & Brass
Detroit Gasket & Mfg.	10,213	52,370	30,736	2,062,940	941,664	Detroit Gasket & Mfg.
Detroit Harvester	13,445	35,947	32,486	582,700	500,872	Detroit Harvester
Detroit Stamping	1,997	5,009	3,987	569,567	482,951	Detroit Stamping
Douglas & Lomason	3,802	12,511	12,847	(612,627)	(201,460)	Douglas & Lomason
Eaton Manufacturing	70,695	218,116	165,210	13,285,496	8,559,021	Eaton Manufacturing
Electric Auto-Lite	136,953	296,007	197,049	10,102,060	714,184	Electric Auto-Lite
Federal Mogul-Bower	40,348	84,976	69,983	7,843,000	5,858,000	Federal Mogul-Bower
Federal Screw	5,107	N.A.	N.A.	635,708	646,410	Federal Screw
Fuller Mfg.	1,616	27,408	19,149	2,173,612	1,201,971	Fuller Mfg.
Gabriel Co.	7,095	15,296	418,310	262,923	(23,891)	Gabriel Co.
Gemmer Mfg.	5,503	12,548	15,057	82,833	258,203	Gemmer Mfg.
Gerity-Michigan	3,710	15,229	10,844	(705,881)	(605,482)	Gerity-Michigan
Hall Lamp	N.A.	N.A.	3,393	N.A.	(439,483)	Hall Lamp
Hastings Mfg.	6,706	N.A.	N.A.	509,538	463,832	Hastings Mfg.
Hayes Industries	5,956	20,409	17,587	1,043,236	1,038,953	Hayes Industries
Hayes United Industrial Mfg. Corp.	4,861	15,653	17,657	65,897	117,483	Hayes United Industrial Mfg. Corp.
Higbie Mfg.	2,494	5,549	5,352	358,283	257,760	Higbie Mfg.
Hoover Ball & Bearing	6,067	17,431	6,485	827,696	176,541	Hoover Ball & Bearing
Houdaille Industries	35,947	84,576	63,063	2,753,754	1,191,670	Houdaille Industries
Hurd Lock	N.A.	N.A.	6,904	N.A.	95,569	Hurd Lock
Jacobs, F. L. Co.	9,681	29,092	25,095	(1,952,934)	102,031	Jacobs, F. L. Co.
Kelsey-Hayes Corp.	49,412	140,774	123,807	7,373,339	5,450,391	Kelsey-Hayes Corp.
Kent-Moore Organization	2,662	N.A.	N.A.	700,878	753,574	Kent-Moore Organization
King-Seeley Corp.	17,027	40,829	43,455	2,220,448	1,837,271	King-Seeley Corp.
Kingston Products	3,791	7,514	8,474	6,228	231,697	Kingston Products
Lakey Foundry	5,839	19,151	10,634	166,262	139,749	Lakey Foundry
Lansing Stamping	N.A.	N.A.	N.A.	N.A.	6,927	Lansing Stamping
McCord Corp.	13,500	37,630	30,290	1,534,037	1,020,969	McCord Corp.
McQuay Norris Mfg.	12,910	35,092	39,641	1,040,308	728,056	McQuay Norris Mfg.
Michigan Seamless Tube	2,788	9,010	6,375	477,897	174,917	Michigan Seamless Tube
Michigan Steel Tube Products	3,728	7,415	7,113	(74,022)	134,308	Michigan Steel Tube Products
Midland Steel Products	N.A.	80,616	N.A.	4,402,279	2,706,522	Midland Steel Products
Miller Mfg.	5,299	9,238	9,402	330,529	336,801	Miller Mfg.
Monroe Auto Equipment	6,273	12,253	16,912	62,193	72,614	Monroe Auto Equipment
Motor Products	23,338	83,476	87,025	(1,744,670)	(1,127,903)	Motor Products
Motor Wheel	28,015	78,596	53,874	2,990,353	1,729,458	Motor Wheel
Mt. Clemens Metal Products	3,846	10,096	9,527	278,843	292,927	Mt. Clemens Metal Products
Muskegon Motor Specialties	2,030	N.A.	N.A.	247,561	328,411	Muskegon Motor Specialties
National Automotive Fibres	26,923	83,483	56,688	2,164,062	(543,394)	National Automotive Fibres
Parker Rust Proof	6,399	12,888	11,897	1,864,204	1,538,711	Parker Rust Proof
Rockwell Spring & Axle	103,922	271,934	241,796	17,310,485	12,107,571	Rockwell Spring & Axle
Ryerson & Haynes	2,187	7,545	6,018	355,780	289,990	Ryerson & Haynes
Shatterproof Glass	4,447	12,079	9,992	395,104	285,307	Shatterproof Glass
Sheller Mfg.	22,134	55,594	37,165	3,754,515	2,726,698	Sheller Mfg.
Soss Mfg.	2,339	5,324	3,441	299,480	133,412	Soss Mfg.
Standard Tube	3,247	6,951	5,838	185,176	175,004	Standard Tube
Stewart-Warner	N.A.	113,811	92,882	6,163,217	2,757,000	Stewart-Warner
Stubnitz Greene Spring	3,837	15,016	6,460	84,170	(64,167)	Stubnitz Greene Spring
Thompson Products	102,255	286,229	268,981	11,340,792	11,678,645	Thompson Products
Udylite Corp.	14,459	54,302	51,908	1,790,246	796,553	Udylite Corp.
United Specialties	5,416	12,220	11,137	50,435	67,344	United Specialties
Woodall Industries	9,795	29,888	21,303	1,101,611	503,082	Woodall Industries
Young Spring & Wire, L. A.	23,302	44,860	53,530	170,878	1,337,557	Young Spring & Wire, L. A.

N.A.—Not Available.
( )—Loss.

Seats a whole baseball team

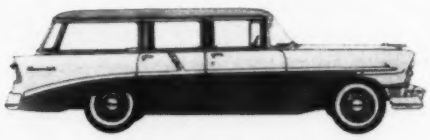
beautifully!

THE BEL AIR BEAUVILLE—*4 doors, 9 passengers*

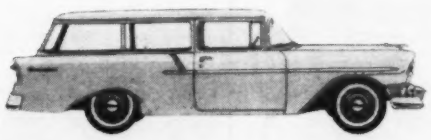


THE "TWO-TEN" HANDYMAN
2 doors, 6 passengers, all-vinyl interior

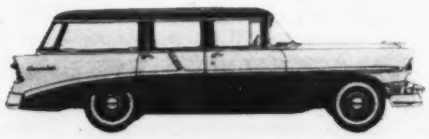
THE DISTINCTIVE, LUXURIOUS NOMAD
2 doors, 6 passengers



THE "TWO-TEN" TOWNSMAN
4 doors, 6 passengers, loads of cargo space



THE "ONE-FIFTY" HANDYMAN
2 doors, 6 passengers, versatile and thrifty



THE "TWO-TEN" BEAUVILLE
4 doors, 9 passengers

Chevrolet dealers have 6 sprightly new station wagons to make a hit with a growing market!

You know how the station wagon market has been growing, each year taking bigger leaps and bounds. And more people wanting wagons means more personal preferences to be pleased.

Chevrolet dealers go after this market armed with plenty of variety: *6* models, 4-door and 2-door jobs with 6- and 9-passenger capacities. In the beautiful Beauville, shown above, there's room for 3 on each seat, 9 in all. (A separate section of the center seat folds down to allow rear seat passengers to get in and out.)

All Chevrolet wagons have fine, sturdy and quiet Fisher Bodies. Color and interior choices are wide, practical and unusually handsome. All offer a choice of the new "Blue-Flame 140" six, or V8 horsepower up to 205. And all of them pack Chevrolet's special brand of performance that breaks records on Pikes Peak and makes driving so much easier, safer and more pleasant.

Total all the big-car luxury and performance features and you see why Chevrolet dealers are selling a large share of the station wagon market again this year. We count on it to continue that way; for, consistently, our dealers have great products to sell—the very best reason why *you'll profit most with Chevrolet . . . America's foremost automotive franchise.*

. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET

Roster of American Car Makes, Past and Present

Showing Starting Year, With Survivors Indicated by Stars

—A—

1909 Abbott
1922 A.B.C.
1900 ABC Electric
Abenaque
1907 Abendroth & Root
Acadia
1920 Ace
1903 Acme
1911 Adams
1904 Adams-Farwell
1921 Adelphia
1921 Adria
1902 Adrian
1909 Advance
A.E.C.
Aero
1905 Aerocar
1948 Aerocar
1921 Aerotype
1936 Airomobile
1948 Airway
1901 Ajax
1901 Akron
1903 Alamobile
Aland
1907 Albany
1909 Alco
1911 Alden Sampson
Aldo
1914 Allen
1907 Allen Kingston
Allis-Chalmers
1908 Allith
1951 Allstate
1915 All Steel
Alma
1911 Alpena
1920 Alsace
1916 Alter
1905 Altha Electric
Alto
Amalgamated
1921 Ambassador
1920 Amco
1911 America
1901 American
1920 American Austin
1926 American Bantam
1916 American Beauty
1900 American Berliet
1902 American Electric
1921 American Fiat
1903 American Gas
American Mercedes
1909 American Mors
1900 American Napier
1906 American Power Carriage
1908 American Simplex
1903 American Steam
1912 American Tricar
American
Underslung
1898 Ames
Amesbury
1910 Amplex
Ams Sterling
1909 Anchor
1916 Anderson
1913 Anger
1908 Angus
1910 Anhut
Anthony
1915 Appel
1908 Apperson
1906 Appollo
1911 Arbens
Arcadia
1905 Ardsley
Argo-Case
1912 Argo Electric
1919 Argonne
1905 Ariel
1913 Aristos
1914 Arrow Cyclecar
Artsberger Steam
1925 Astra
Atlantic Electric
1907 Atlas
1911 Atlas-Knight
Atterbury
1903 Auburn
Aultman
1906 Aurora
1903 Austin
Austin Bantam
1903 Austin Steam
1899 Auto Acetylene
1910 Auto Bug
Autobuggy
1897 Autocar
1913 Autocycle
1901 Auto Dynamic
1900 Auto-Fore-Carriage
1900 Auto-Go
1921 Automatic
1900 Automobile
Voiturette
1901 Automotor
1914 Auto-Tricar
1900 Autotwo
1902 Auto Vehicle
1904 Averageman's Car
Avery

—B—

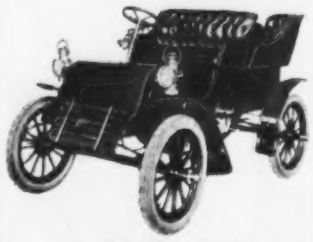
1909 Babcock
1906 Babcock Electric
1901 Bachelles Electric
1905 Bacon
1912 Badger
1907 Bailey Electric
1899 Baker Electric
1921 Baker Steam
Balboa
1901 Baldner
1917 Bimel
1902 Binney-Burnham
1918 Birch
1921 Birmingham
1903 Black
1905 Black Crow
1904 Black Diamond
1903 BUICK*
1903 Blackhawk
1906 Blakeslee Electric

★ **Buick 1903**

First car—Model "B"—was 1903 two-cylinder; 37 produced by 50 employes. Famous slogan: "When better automobiles are built, Buick will build them," coined in 1905. Buick nucleus of General Motors Corp., formed in September, 1908. First six-cylinder, 1915; first straight eight, 1931. All models since have been eights. First V-8, 1953.

1900 Baldwin
1902 Ball
1900 Balzer
1905 Banker
Banker Electric
1914 Bantam
1922 Barbarino
1923 Barley
1922 Barlow
1907 Barnes
Barnhart
1899 Barrow Electric
1901 Bartholomew
1917 Bateman
1908 Bates
1925 Bauer
1899 Bauroth
1906 Bay State
1903 Beacon
1901 Beardsley Electric
Beaver
1918 Beggs
B.E.L.
1907 Belden
1907 Bell
1907 Bellefontaine
1908 Belmont
Bennet & Burnham
1907 Bendix
1917 Benham
1917 Ben Hur
1903 Benter
1903 Berg
1900 Bergdoll
1906 Berkshire
1908 Bertelet
Berwick Electric
1904 Bessemer
1900 Best
1908 Bethlehem
1904 Beverly
Bewis
Bowman
1915 Biddle
1915 Biederman
1908 Blanche
1906 Bliss
1907 B.L.M.
1908 Blood
1904 Bloomstrom
1947 Bobbie Kar
1903 Boggs
1901 Boisselot
1904 Bollee
1900 Bolte
Borbein Electric
1914 Borland Electric
1903 Borland-Grazis
1903 Boss Steam
1900 Boston
1902 Boston & Amesbury
1898 Boston Haynes
Apperson
1908 Boston High Wheel
1915 Bour-Davis
1914 Bowman
1929 Bradfield
1920 Bradley
1902 Bramwell-
1899 Bramwell-
Robinson
1915 Brazie
1903 Brazier
1901 Brechi Steam
1905 Breese & Lawrence
1908 Brennan
Brenner
1904 Brew & Hatcher
1917 Brewster
1916 Brewster-Knight
Bridgeport
1922 Briggs & Stratton
Flyer
Briggs Detroiter
1914 Brighton
1912 Brightwood
Brintel
1914 Briscoe
1902 Bristol
1909 Broc Electric
Brock
Brodesser
1946 Brogan
1920 Brook
1908 Brooks
1914 Brown
1910 Brownell
1915 Brownie
1908 Brownlocar
1906 Brunn
Brunswick
1906 Brush
1907 Bruss
1901 Buckeye
1914 Buckles
1903 Buckmobile
1900 Buffalo Electric
Buffington
1900 Buffum
1895 Buggyaut
1908 Buggycar
1907 Bugmobile
1909 Burdick
1912 Burg
1909 Burns
1914 Burroughs
1917 Bush
Busser
Buzmobile
1908 Byrider Electric

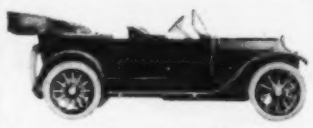
—C—



★ **Cadillac 1902**

Detroit Automobile Co. reorganized Aug. 20, 1902, as Cadillac Automobile Co. First car—Model "A"—was 1902 one-cylinder; 1,698 were sold to dealers; list price $850. Acquired by GM July 29, 1909; present division was formed Dec. 31, 1916. First four-cylinder, 1905; first V-8, 1914; V-12 and V-16, 1930. Only V-8s have been produced since 1940.

1912 California
Californian
1927 Calvert
1908 Cameron
1917 Campbell
1900 Canda
1907 Chief
1904 Christie
Christman
1908 Christopher
1924 CHRYSLER*
1902 Church



★ **Chevrolet 1912**

Louis Chevrolet began work on a six-cylinder engine in 1909 in his shop on Grand River Ave., Detroit; produced experimental cars in 1911. First car, 1912 Classic Six touring; 2,999 sold to dealers; list price, $2,150. Became a division of GM on May 2, 1918. Also commenced manufacture of trucks in the same year. Produced its first V-8, 1917.

1904 Cannon
1902 Capitol Steam
Carbon
1903 Cardway
Carhart
1911 Carhartt
1904 Carlson
1913 Carnation
1907 Carriage Mobile
1906 Carrison
1920 Carroll Six
1907 Carterear
1924 Cartermobile
Carthage
1905 Cartone
1910 Case
1907 Cato
Cavac
1927 Cavalier
Ceco
Celi
1902 Centaur Electric
1905 Central
1901 Century
1911 Century Electric
1908 C.F.
1902 C.G.V.
1906 Chalfant
1908 Chalmers
1909 Champion
1913 Chandler
1901 Chapman Electric
1917 Charter Oak
1904 Chase
1906 Chatham
1901 Chelsea
1912 CHEVROLET*
1899 Chicago
1914 Chicago Electric
1906 Chicago Steam
1918 Churchfield Electric
1908 Cincinnati Steam
Cinco
1909 Cino
1901 Clark
1906 Clark Electric
1900 Clarke-Carter
1908 Clark-Hatfield
1902 Clarkmobile
1905 Clark Steam
Classic
1900 Clear & Dunham
1912 Cleburne
1908 Clendon
1922 Clermont Steam
1903 Cleveland
1919 Climber
1903 Cloughley
1911 Club Car
1919 Clyde
1908 Clymer
1905 Coates-Goshen
1922 Coats Steam
1911 Coey
1912 Cogswell
1907 Colburn
1911 Colby
1909 Cole
Collinet
1920 Collins
1901 Collins Electric
Colly
1921 Colonial
1908 Colt
1916 Columbia
1898 Columbia Electric
1900 Columbia Gas
1916 Columbia Knight
1908 Columbus

★ **Chrysler 1924**

First car 1924 with six-cylinder, high compression engine; production, 32,000; sedan list price, $2,065. Chrysler Corp. formed June 16, 1925, from predecessor Maxwelll Corp. Expanded to four series in 1926, five in 1927. Plant expansion planned, 1927. First eight, 1930; Airflow, 1934; pioneered fluid drive, 1938; Fluid drive on all cars, 1941; first V-8 engine, 1952.

Carefully revised since the last appearance of this page in the Automotive News Almanac, the roster of American car makes, past and present, shows 1,686 names. Trucks and commercial cars are not listed. Passenger cars still in production are indicated by asterisks. There are 19 survivors, distributed among General Motors, Ford, Chrysler, Studebaker-Packard Corp. and American Motors Corp. Truly it has been a survival of the fittest, but the mortality is not as alarming as it might seem at first glance, for many of the makes named never got beyond the blueprint stage in the early days of the industry, when companies were started but never got into production.

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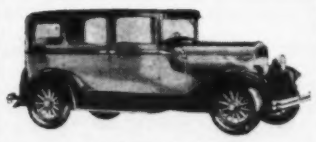
★ **Continental 1939**

The first Continental was originated by Edsel Ford and the prototype was built for his personal use. He drove it on a Florida vacation and returned with more than 200 orders. It first was produced as a 1940 model and 5,322 cars were sold before it was suspended in March, 1948. The Continental Mark II made its debut Oct. 21, 1955.

1917 Comet
1946 Comet
1922 Commander
Commerce
1921 Commoders
1917 Commonwealth
1904 Compound
Conneretile
1907 Conover
1906 Conrad Steam
1907 Continental
1939 CONTINENTAL*
1907 Cook
Copley Minor
1907 Coppack
1903 Corbin
1911 Corbitt
1929 Cord
1922 Corinthian
1913 Cornelian
1905 Cornish-Friedberg
1908 Correia
1914 Cort
1947 Cortes
Corweg
1905 Corwin
1907 Cosmopolitan
1901 Cotta Steam
1904 Country Club
Couple-Gear
1904 Courier
1901 Covert
1908 C.P.
1920 Craig-Hunt
1906 Craig Toledo
1912 Crane
1912 Crane & Breed
1918 Crane-Simplex
1905 Crawford
1907 Crescent
1903 Crest
1901 Crestmobile
1914 Cricket
1912 Criterion
Croesus Jr.
1905 Crompton
1939 Crosley
1899 Crouch Steam
1914 Crow
1901 Crowdus Electric
1911 Crow Elkhart
1907 Crown High Wheel
Crown-Magnetic
1915 Crowther-Duryea
1911 Croxton
1909 Croxton-Keeton
1922 Crusader
1918 Cruiser
1907 Cucmobile
1901 Cull
1905 Culver
1936 Cummins
1911 Cunningham
1901 Cunningham Steam
1921 Curtis
Custer
1909 Cutting
1907 C.V.L.
1926 Cyclemobile
1914 Cycleplane

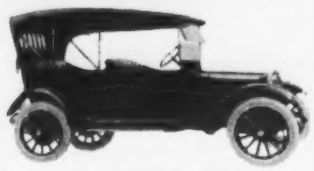
—D—



★ **DeSoto 1928**

DeSoto Motor Corp. was formed in 1928 and the first car was produced the same year. During the first 12 months, Aug., 1928, to Aug., 1929, 81,065 cars were shipped, claimed to be a record for an introductory model's first year. The first eight-cylinder was brought out in 1930. Airflow styling was introduced in 1934, fluid drive in 1941.

1923 D.A.C.
1923 Dagmar
1911 Dalton
1915 Daniels
1911 Dan Patch
1909 Darby
1901 Darling
1947 Darrin
1908 Darrow
1922 Dart
1902 Davenport
Davids
1910 Davis
1945 Davis
1904 Dawson
1911 Day
1909 Dayton
1908 Deal
1907 Decatur
1909 Decauville
1902 Decker
1914 Decross
1923 Deemster
1923 Deemster
1906 Deere-Clark
1918 Deering Magnetic
1915 DeKalb
1923 Delage
De La Vergne
1924 Delling Steam



★ **Dodge 1914**

First car, 1914 touring car. Rolled off line Nov. 14, 1914; production, 249; list price, $785. First closed model, 1915. Widows of John and Horace Dodge sold to Dillon, Read & Co., 1925. Dodge merged with Graham Bros. truck division, 1925; ¾-ton truck built at Graham Evansville (Ind.) plant, 1926. Chrysler acquired Dodge, 1928. Power Wagon, 1946.

1949 Del Mar
1906 Deluxe
1905 DeMars
1909 DeMot Car
1904 DeMotte
1911 Derain
1901 Desbaron
1906 DeShaw
1912 DeSoto
1928 DeSOTO*
1909 DeTamble
1900 Detroit
1912 Detroit-Chatham
1909 Detroit-Dearborn
1907 Detroit Electric
1912 Detroiter
1914 Detroit Speedster
1923 Detroit Steam
1931 DeVaux
1898 Dewabout
Dey Electric
1907 Diamond
Diamond Arrow
1907 Diamond T
1925 Diana
1914 Dile
Direct Drive
1917 Disbrow
1911 Dispatch
1912 Dixie
1916 Dixie Flyer
1909 Dixie Tourist
1918 Doble Steam
1914 DODGE*
1926 Dodgeson
1909 Dodo
1904 Dolson
1905 Dorris
1915 Dort
1918 Douglas
1908 Dowagiac
1914 Dowing
1914 Downing
1896 Dragon
1921 Drake
Drednat
1916 Drexel
1921 Driggs
1916 Drummond
1914 Dudley
1907 Duer
1856 Duesenberg
1902 Dumont
1914 Dunn
1909 Duplex
1920 Dupont
1902 Duquesne
1902 Durable
1921 Durant
1907 Durocar
1895 Duryea
1912 Dusseau
1902 Dyke
1922 Dymaxion

—E—

1924 Eagle
1915 Eagle Electric
Eagle Macomber
1917 Eagle Rotary
1907 Earl
1901 Eastman
1907 Easton
1898 Eaton Electric
1903 Eck
1901 Eclipse Steam
1906 Economy
1902 Eddy Electric
1912 Edwards-Knight
1902 Eichstaedt
1914 Eibert
1909 Elcar
1915 Eleo
1903 Eldridge
1913 Electra
1901 Electroenomic Steam
1916 Elgin
1871 Elijah Ware Steam
1903 Elmore
1909 Elite
1901 Elite Steam
Elk
1908 Elkhart
1899 Elliott
1901 Ellis Electric
Ellsworth
1900 Elmore
1906 Elwell Parker
1909 Emancipator
1907 Emerson
1906 E.M.F.
1901 Empire
1901 Empire State
Empress
1922 Endurance
1901 Engelhardt
1909 Enger
1914 Engler
1911 Entyre
1914 Entz
1916 Erie
1926 Erskine
1906 Essex
1917 Essex
1901 Essex Steam
1907 Euclid
1907 Eureka
1907 Evansville
1909 Everett
1908 Everybody's
1908 Ewing

—F—

1917 Fagaol
1906 Fairmount
1909 F.A.L.
1909 Falcar
1923 Falcon
1926 Falcon-Knight
1909 Famous
1902 Fanning
1915 Farmack
Farmer
1908 Farmobile
1923 Farner
1900 Fauber
1913 Fedelia Cyclecar
1900 Federal
1914 Fenton
1917 Fergus
1920 Ferris
1910 F.I.A.T.
1887 Field Steamer
Findley
1907 Firestone-Columbus
1902 Fischer
1908 Fish
1914 Flagler
1910 Flanders Electric
1904 Flexbi
1902 Flint
1913 Flyer
Foos
1903 FORD*
1906 Forest City
1908 Fort Pitt
1900 Foster Steam
1906 Fostoria
1911 Four Wheel Drive
1921 Fox
Frankfort
1902 Franklin
1904 Frayer-Miller
1946 Frazer
1902 Fredonia
1914 Frederickson
Freeman

★ **Ford 1903**

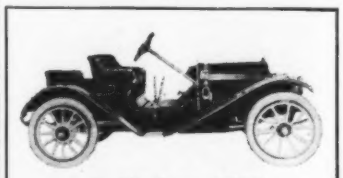
First car, 1903 Model "A"; 1,708 produced, list price runabout with tonneau, $850. Model "B" and "C", 1904; Model "F", 1905; Models "K", "N", "R" and "S", 1907; first Model "T", 1908. Target of Selden patent infringement suit, 1903; ruled against, 1909. Ford appealed, won in 1911. Model "A", 1927; V-8 and Model "B" four-cylinder, 1932.

1923 Fremont
1913 French
1900 Friedman
1929 Friend
1907 Fritchle Electric
1922 Frontenac
1922 Frontmobile
1914 F.R.P.
1912 F.S.
1908 Fuller
1908 Fulton
1912 Fwick

—G—

1912 Gabriel
1915 Gadabout
1904 Gaeth
1904 Gale
1915 Galloway
1914 Galt
1919 Gardner
1907 Garford
1905 Gas-au-lac
1900 Gasmobile
1911 Gaylord
1907 Gearless Steam
1917 Gem
1903 General
1899 General Electric
1911 Genesee
1901 Geneva
1902 German-American
1918 Geronimo
1921 Gersix
1917 Ghent
1904 Gibbs Electric
1899 Gibson
1907 Gifford-Pettitt
1916 Gillette
1900 G.J.G.
1910 Gleason
1903 Glide
1921 Globe
Glover
Goethe
1906 Golden Eagle
1895 Golden Gate
1922 Goodspeed
1908 Grabowsky
1903 Graham
1903 Graham-Fox
1927 Graham-Paige
1908 Gramm-Logan
1912 Grand
1912 Granite Falls
1913 Grant
1901 Grant-Ferris
1899 Graves-Conlon
1922 Gray
1903 Great Arrow
1911 Great Eagle
1911 Great Smith
1911 Great Southern
1908 Great Western
1903 Greeley
1922 Gregory
1948 Gregory
1901 Greenfelder
1899 Greuter
1914 Greyhound
1903 Gride
1910 Grinnell
1907 Griswold
1899 Grout
1900 Gurley
1912 Guy-Vaughan
1914 Gyroscope

—H—



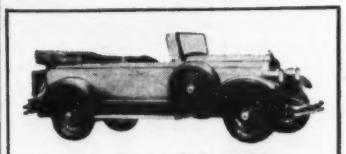
★ **Hudson 1909**

First car, 1909 Model "20", sliding gear transmission, roadster list price, $1,000; production, 1,100. "Torpedo" model, 1911. Introduced six-cylinder Model "54" on 145-inch wheelbase, 1913. First "Great Eight", 1930; Hudson "112" enters low-price field, 1938; "Monobilt" box frame body, 1947. Hudson joins Nash-Kelvinator to form American Motors Corp., May 1, 1954.

1915 Hackett
1916 H.A.L.
1903 Hall
1907 Halladay
1901 Halsey
Halsman
Halton
1908 Hambrick
1917 Hamilton
1921 Hamlin-Holmes
1904 Hammer
1922 Handley
1921 Handley-Knight
1921 Hanover
1902 Hansen
1918 Hanson
1916 Harding
Hardy
1907 Harper
1925 Harris
1922 Harrigan
1923 Harris Six
1904 Harrison
1916 Harroun
1908 Hart-Kraft
1898 Hartley Steam
Hartman
1915 Harvard
1899 Hashbrouck
1916 Haseltine
Hassler
1906 Hatfield
1909 Haupt-Rockwell
1911 Havers
1907 Hawley
1907 Hay-Berg
1907 Haydock
1902 Haynes
1895 Haynes-Apperson
1913 Hayward
1914 Hazard
1920 H.C.S.
1911 Healy Electric
1918 Hebb
1921 Heifner
1908 Heilman
1907 Heine Velox
Hendal
1912 Henderson
1899 Henley Steam
1922 Henney
1901 Henrietta Steam
1911 Henry
1950 Henry J
1902 Hercules
1914 Herff-Brooks
1909 Herreshoff
1895 Hertel
1926 Hertz
1902 Hess
1905 Hewitt
1900 Hewitt-Lindstrom
1898 Heymann
1900 Hicks
1922 Highlander
1907 Hill
1908 Hillsdale
Hilton
1909 Hobbie
1904 Hockenhull
1903 Hoffman
1901 Hoffman Steam
1915 Holden
1897 Holderman
1905 Holland
1916 Holler
1900 Holley
Holly
1918 Holmes
1905 Holsman
1906 Hol-Tan
Holton
1899 Holyoke
1908 Homer
1916 Homer-Laughlin
1914 Hoosier Scout
1902 Hopkins
1948 Hoppenstand
1920 Hoskins
1916 Houghton
1900 Houghton Steam
1909 Houpt
1910 Houpt-Rockwell
1901 House Steam
1903 Howard
1903 Howey
1909 HUDSON*
Hudson-Franklin
1901 Hudson Steam
1920 Huffman Steam
1921 Hunter
1907 Huntington
1908 Hupmobile
1911 Hupp-Yeats Electric
1917 Hydromotor
1922 Hylander

—I—

1908 Ideal
I.H.C.
1909 Illinois
1914 Imp
1907 Imperial Electric
1913 Independence
Independent



★ **Imperial 1926**

The first model was called the Imperial 80 and was introduced in 1926. The limousine sold for $3,595, it was a six-cylinder car. First eight-cylinder introduced in 1930. Airflow styling was introduced in 1934, fluid drive was pioneered in 1938. First V-8, 1952. The first distinctive body styling appeared in 1955.

Roster of American Car Makes, Past and Present

Showing Starting Year, With Survivors Indicated by Stars

1921 Indiana
Indianapolis
Ingersoll-Rand
1917 Ingrame-Hatch
1921 Innes
1909 International
1908 Interstate
1904 Intrepid
1908 Iowa
1903 Iroquois
1908 Iverson

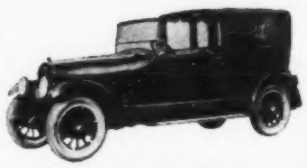
—J—

1899 Jackson
1900 Jack's Runabout
1921 Jacquet
1911 James
1906 Janney
1913 Jarvis-Huntington
1908 Jason Steam
1907 Jay
Jay-Eye-See
1908 Jeannin
1910 Jeffery
1922 Jem Special
1907 Jenkins
1909 Jewell
1922 Jewett
1905 Johnson
1916 Jones
1902 Jones-Corbin
1911 Jons
1916 Jordan
1914 J.P.L.
1909 JR.
1925 Julian
1925 Junior

—K—

1947 Kaiser
1922 Kalamazoo
1894 Kane-Pennington
1919 Kankakee
1905 Kansas City
1908 Karbach
Kato
1909 Kauffman
1908 Kearns Kar
Keasler
1900 Keene Steamobile
1908 Keeton
1947 Keller
1914 Keller Kar
1903 Kellogg Steam
1922 Kelsey
1909 Kenmore
1915 Kennedy
1903 Kensington Steam
1916 Kent
1920 Kenworthy
1908 Kermath
Kermet
1914 Kerns
1900 Kerosene Motor
Surrey
1921 Kessler
1900 Keystone
1909 Keystone Steam
1907 Kiblinger
1901 Kidder Steam
1922 Kimball Electric
1905 King
1906 King-Remick
1913 Kinnear
1903 Kirk
1906 Kissel Kar
1926 Kleiber
1909 Kline Kar
1905 Klink
1900 Klock
1901 Knickerbocker
1917 Knight Special
1900 Knox
1904 Knox-Lansden
1908 Kobusch
1911 Koehler
1908 Koeton
1903 Konigslow
1914 Koppin
1901 Kraft Steam
Krall
1902 Krastin
Krebs
1908 Kreuger
1909 K-R-I-T
Kron
1902 Kuns
1921 Kurtz

—L—



★ **Lincoln 1920***

(*1922 earliest picture available)

Lincoln Motor Car Co. first was organized by Henry Leland in 1920 and was purchased by Henry Ford on Feb. 17, 1922. The first Lincoln sold in the neighborhood of $6,000 and the first Ford-built car was produced in 1922. It was a V-8 and the price was lowered. The first V-12 model was produced in 1932, first Zephyr V-12 in 1936.

1900 Laconia
1914 Lad's Car
1920 Lafayette
1934 Lafayette
1920 LaMarne
1904 Lambert
Lampher
1899 Lancamobile
Lancia Delambda
1899 Lane Steam
1909 Lanpher
1900 Lansden Electric
1905 La Petite
1900 Larchmont Steam
1910 Larson
1927 LaSalle
1906 LaSalle-Niagara
Laughlin
1916 Laurel
1997 Lauth Juergens
1902 Law
1909 Lawter
1922 L. & E.
1914 L.C.E.
1899 Leach
1920 Leach Biltwell
1911 Leader
1906 Lebanon
1908 Lehr
1909 Lende
Lennon
1911 Lenox
1923 Leon Rubay
1916 Lescins
1901 Lewis
1909 Lexington
1916 Liberty
Liberty Brush
1915 Lima
Limited
1936 Lincoln-Zephyr
Lindsley
1907 Lion
1912 Little
1914 Little Detroit
1930 Little Mac
1902 Locomobile
1899 Locomobile Steam
1904 Logan
1913 Lomax
London
1920 Lone Star
1923 Long
1902 Long Distance
Longest
1900 Loomis
1907 Lorraine
1913 Los Angeles
1900 Louisiana
Lowell American
1901 Lozier Steam
1900 L.P.C.
Luedinghaus
1917 Lutz Steam
1906 Luverne
1925 Luxor
1904 Lyman
1903 Lyman-Burnham
1911 Lyon
1912 Lyons-Atlas
1914 Lyons-Knight

—M—

1906 Maccar
1903 Mackie-Thompson
1917 Macomber
Macon
1915 Madison
1922 Magic
Magnolia
1904 Mahoning
1916 Malbohm
Majestic

★ **Mercury 1939**

Production started on the first models in October, 1938, and 17,282 were completed that year. It had a 100 horse-power, V-8 engine mounted on a 116-inch wheelbase. Lowest delivered price was $930 for a four-door sedan. The 100,000th car was built Jan. 18, 1940, and the two millionth (since World War II) was sold in June, 1955.

Malbomb
1915 Malcolm
1914 Malcolm-Jones
Malden Steam
1905 Malvern
1921 Manexall
1905 Manhattan
1912 Manistee
1908 Maplebay
1909 Marathon
1903 Marble-Swift
Marelock
1904 Marion
1916 Marion-Handley
Mark Electric
1900 Marlboro Steam
1903 Marmon
1912 Marquette
1903 Marr
Marron
1905 Marsh
1920 Marshall
1931 Martin
1919 Martin-Wasp
1906 Marvel
1908 Maryland
Mascotte
1906 Mason
1898 Mason Steam
1901 Massachusetts
Massilon
Master
Mather
1903 Matheson
1907 Mathews
1906 Maumee
1907 Maxim-Goodridge
Electric
1910 Maxwell
1904 Maxwell-Briscoe
1899 Mayer
1925 Mayfair
1911 Maytag
1906 McCrea
1908 McCue
1899 McCullough
1922 McCurdy
1923 McDonald
1910 McFarlan
1922 McGill
1909 McIntyre
1900 McKay Steam
1912 Mead
1915 Mecca
1907 Med-Bow
1900 Media
1904 Meiselbach
Melbourne
1923 Mel Special
1908 Menard
Menges
1909 Mercer
Merchant
1904 Mercury
1920 Merit
1905 Merkel
1914 Merz
1901 Messerer
Metcar
1902 Meteor
1914 Metropol
1922 Metropolitan
1909 Metz
1909 Metzger
1903 Michigan
1909 Middleby
1905 Midgley
1908 Midland
Midwest
1908 Mier
1911 Mighty Michigan
1916 Milac
1915 Milburn Electric
1912 Miller
1876 Mills Steam
1900 Milwaukee Steam
1915 Minneapolis
1914 Mino
Misson
1903 Mitchell
Mitchell-Lewis
1899 Mobile Steam
1903 Model
1907 Modern
1911 Modoc
1909 Moers
Mogul
1903 Mohawk
1901 Mohler
1904 Moline
1913 Moline-Knight
1920 Moller
1906 Monarch
1901 Moncrief
1914 Mondex-Magic
1915 Monitor
1915 Monroe
1900 Moody
1905 Moon
1902 Moore
1906 Mora
More
Moreland
Morelock
1914 Morgan
1895 Morris & Salom
1922 Morris-London
Morriss
1904 Morse
1911 Motorette
1946 Motorette
1914 Mount Pleasant
1902 Mover
1903 Moyea
1911 Moyer
1915 M.P.M.
1895 Mueller-Benz
1922 Mulford
1913 Multiplex
1906 Muncie
1950 Muntz
1900 Murdaugh
1916 Murray
1921 Murray-Mac Six
1948 Mustang
Mutual

—N—

1912 Nance
1917 Napoleon
1917 NASH*
1903 National
1900 National Electric
1920 National Sextet
1907 Neilson
New Parry
1926 New York
1903 Niagara
Nichols-Shepard
1902 Noble
1919 Noma
Norma
1917 Nelson
1903 Neustadt-Perry
Newark
1899 New England
Steam
1916 New Era
New Erie
1901 New Home
1902 Northern
1921 Northway
1904 Northwestern
1901 Norton
1912 Norwalk
1917 Novara
1912 Nyberg

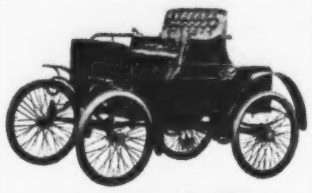
—O—

★ **Oldsmobile 1897**

Olds Motor Vehicle Co. incorporated in Lansing, Mich., Aug. 21, 1897. First car, 1897, was built by two employes; one car produced each year, 1898 and 1899; 425 built in 1900. Acquired by GM in 1908. First two-cylinder, 1906; first four, 1907; first six, 1908; self-starter, 1911; first eight, 1915; Hydra-Matic, 1939; first V-8 engine, 1949.

1907 Oakland
1898 Oakman
1915 Obertine
1911 Octoauto
1924 Offenhauser
1916 Ogren
1900 Ohio Electric
1911 Ohio Falls
1909 Ohio Gas
1907 Okay
1903 Okey
1917 Oldfield
1897 OLDSMOBILE*
1905 Oliver
1917 Olympian
1912 Omaha
1909 Only
1916 Oregon
1900 Orient
Orion
1904 Ormond
1911 Orson
1909 Otto
1903 Ottokar
1911 Ottomobile
1912 Overholt
1903 Overland
1899 Overman Steam
1914 O-We-Go
1910 Owen
1915 Owen-Magnetic
1915 Owen Shoeneck
1908 Owen Thomas
1905 Oxford

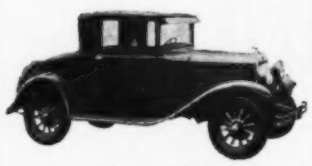
—P—



★ **Packard 1899**

First car—Model "A" two-passenger buggy—completed Nov. 6, 1899, by J. A. Packard, at Warren, O. Patented automatic spark advance, 1901. Became Packard Motor Co., 1902; moved to Detroit, 1903. First V-12, called Twin Six, introduced, 1914. Four wheel brakes, 1923. Clipper introduced, 1941.

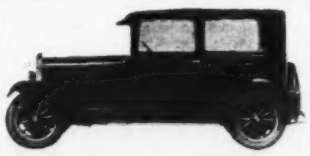
1914 Pacific
1911 Pacific Special
1899 PACKARD*
Packers
1906 Page
1910 Page-Toledo
1909 Paige-Detroit
1906 Palmer
1905 Palmer-Moore
1907 Palmer-Singer
1918 Pan
1900 Phoenix
1911 Pickard
1918 Piedmont
Pierce
1901 Pierce Arrow
1899 Pierce Motorette
Pierce Racine
1905 Pierce Stanhope
Piggins
1916 Pilgrim
1916 Pilliod



★ **Plymouth 1928**

Plymouth Motor Corp. organized by Chrysler and produced first car, a four-cylinder, in 1928. Coupe list price, $655. More than 10,000 dealers gained by extending franchise to all Chrysler, Dodge and DeSoto dealers, 1930. Six-cylinder, 1932; one-millionth car, 1934; Evansville (Ind.) plant opened, 1935; commercial cars, 1937; first V-8 engine, 1955.

1902 Pan-American
1909 Panther
1906 Paragon
1922 Paramount
1920 Parenti
1911 Parry
1905 Parsons
1917 Partin
1918 Partin-Palmer
Pasteria
1911 Pathfinder
1920 Patriot-Revere
Polo
1908 Patterson
1901 Pawtucket
1907 Payne-Modern
Peabody
1900 Peerless
Peninsular
1911 Penn
1917 Pennsy
1907 Pennsylvania
Penn-Thirty
1901 People's
1911 Pilot
1909 Pioneer
1901 Piscorski
Pitcher
1905 Pittsburgh
1898 Pittsburgh
Electric
1947 Playboy
1928 PLYMOUTH*
1910 Plymouth
1914 Pneumobile
1902 Pomeroy
1918 Pender
1906 Pontiac
1926 PONTIAC*
Pope
1897 Pope-Hartford
1902 Pope-Robinson
1901 Pope-Toledo
1904 Pope-Tribune
1903 Pope-Waverly
1917 Poppy
1919 Porter
1900 Porter Steam



★ **Pontiac 1926**

Pontiac Buggy Co., formed 1885, entered auto field with subsidiary Oakland Motor Co. as sideline. GM acquired Oakland in 1909. First Pontiac was 1926 six-cylinder, listed at $825-$895, as companion car to Oakland; production, 77,134. Dropped Oakland, brought out Pontiac V-8, 1932; changed to straight eight, 1933; Silver Streak introduced, 1934.

1906 Perfection
1912 Perfex
1903 Perry
Peru
1913 P.E.T.
1914 Peter Pan
1921 Peters
1909 Petrel
1902 Phelps
1917 Phianna
1911 Phipps Electric
1922 Port Huron
1914 Portland
Poss
1907 Postal
1909 Powercar
1920 Prado
1911 Pratt
1912 Pratt-Elkhart
Preferred
1903 Premier
1920 Premocar
1901 Prescott Steam
1922 Preston
1914 Pridemore
1906 Primo
Prince
1905 Princess
1923 Princeton
1921 Prodo
1902 Prospect
1947 Publix
1907 Pullman
1904 Pungs-Finch
1948 Pup
1902 Puritan (Steam)
Pyramid

—Q—

1902 Queen
1900 Quick
1904 Quinlan

—R—

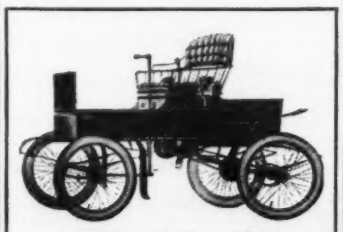
1905 Rae Electric
1914 Railsbach
1904 Rainier
Raico
1920 Raleigh
1902 RAMBLER*
1905 Randall
1903 Randall Steam
1920 R. & L. Electric
1910 Randolph
R. & V. Knight
1907 Ranger
1903 Rapid
1907 Rassler
1905 Rauch & Lang
1911 Rayfield
1911 R.C.H.
1913 Read
1901 Reading Steam
Real
1902 Reber
1928 Red Bug
Red Jacket
Red Wing
Reed
1921 Rees
1908 Reeves
1922 Riess-Royal
1899 Rigs-That-Run
1898 Riker
1902 Riley & Cowley
1917 Riper
1914 Ritz
Riveria
1911 R-O
1911 Roader
1916 Roamer
Robe
1904 Roberts
1914 Robie
1900 Robinson
1912 Robson
Roche 8-V
1901 Rochester Steam
1902 Rockaway
1946 Rocket
1920 Rock Falls
1931 Rockne
1908 Rockwell
1921 Rodgers
1909 Roebling
1911 Rogers
1901 Rogers & Hanford
1903 Rogers & Thatcher

★ **Rambler 1902**

The first car was a one-cylinder runabout and 1,500 were built in the first year. It was a direct heir of the Rambler bicycles produced by Thomas B. Jeffery and introduced in 1893. In 1914 the name was dropped in favor of Jeffery. The new Rambler made its debut in March, 1950, as a convertible, followed by a station wagon model.

1908 Regal
1903 Regas
1903 Reid
1902 Reinertsen
1908 Reliable-Dayton
1903 Reliance
1923 Remal-Vincent
1901 Remington
1908 Reno
1904 Reo
1911 Republic
1918 Revere
1914 Rex
Raya
1908 Rhodes
1914 Richard
1922 Richelieu
1908 Richmond
1922 Rickenbacker
1909 Ricketts
1916 Riddle
1908 Rider-Lewis
1895 Rogers Petroleum
Carriage
1923 Rollin
1921 Rolls Royce
1909 Roman
1921 Romer
1929 Roosevelt
1899 Roper Steam
1905 Ross
1905 Ross Steam
1904 Rotary
Rovena
1904 Royal
1904 Royal-Tourist
1922 Rubay
Rugby
Ruler
1918 Rush
1902 Rushmobile
1903 Russell
Rutenberg
1929 Ruxton

—S—



★ **Studebaker 1902**

First car, 1902 open stick seat electric runabout; dollar sales, $4,083,000; list price, $950; employes, 2,500. It was direct descendant of first Studebaker wagon built in 1835. In 1904, began making gasoline engine cars; acquired Everett - Metzger - Flanders, 1910; Studebaker Corp. formed, 1911; first car made under the Studebaker nameplate in 1912.

1914 Saginaw
1909 St. Joe
1899 St. Louis
1896 Salisbury
1909 Salter
1914 Salvador
1904 Sampson
1913 S. & M.
1903 Sandusky
1902 Santos-Dumont
Savage
Sawyer
1914 Saxon
Saxon-Duplex
1917 Sayers
1907 Sayers & Scovill
1935 Scarab
1904 Schacht
Schlosser
1907 Schnader
1913 Schram
1901 Scott
1921 Scott Newcomb
1914 Scripps-Booth
1901 Seagrave
1900 Searchmont
1907 Sears
1909 Sebring
1923 Sekine
1908 Selden
1909 Sellers
Sellew-Royce
1906 Senator
1917 Seneca
1915 Serpentina
1921 Serritile
Seven Little
Buffaloes
1920 Severin
1915 S. G. Gay
1910 S.G.V.
1917 Shad-Wyck
1902 Shain
1906 Shamut
1915 Sharon
1909 Sharp-Arrow
1905 Shaum
1914 Shaw
Shaw-Wick
1902 Shelby
1921 Sheridan
1907 Shoemaker
1911 Sibley
1912 Sibley-Curtis
1914 Sigma
1913 Signet
1913 Silent
1906 Silent Knight
Silver Knight
1920 Simms Light Four
1893 Simons Steam
1905 Simplex
1918 Simplex Crane
1907 Simplicity
1908 Simplo Runabout
1908 Sinclair-Scott
1916 Singer
1907 Single Center
1903 Sintz
1915 S.J.R.
1920 Skelton
1900 Skene
1913 S. & M.
1905 Smith
1901 Smith & Mabley
1921 S-N
Snyder
1908 Sommer
1905 Soules
1921 Southern Six
1907 Sovereign
1919 Spacke
Spartan
1900 Spaulding
1909 Special
1904 Speedway
1907 Speedwell
1921 Spencer
1921 Sperling
1914 Sphynx
1900 Spiller
1909 Spoerer
1904 Springer
1903 Springfield
1914 Sprite
1899 Squier
1917 S.S.E.
1911 Stafford
1905 Stammobile
Steam
1902 Standard
1914 Standard
1900 Standard Steam
1912 Stanley
1896 Stanley Steamer
1901 Stanton Steam
1920 Stanwood
1904 Star
Starin
1918 States
1928 Static Super
1907 Staver
1901 Steamobile
1900 Stearns
1917 Stearns Knight
1898 Stearns Steam
1914 Steco
1907 Steel Swallow
1908 Steinhart-Jensen
Steinmetz
1916 Stephens
1909 Sterling
1922 Sterling Knight
1909 Sternberg
1917 Stetson
1902 Stevens-Duryea
1916 Stewart
1922 Stewart-Coats
1913 Stickney
Motorette
1908 Stilson
1911 Stoddard
1904 Stoddard Dayton
1911 Stoddard Knight
1902 Storch Steam
1915 Storms Electric
1900 Strathmore
1923 Stratton
Stratton Premier
1905 Streator
1901 Stringer Steam
1910 Strobel & Martin
1900 Strong & Rogers
1915 Strouse
1905 Studebaker-
Garford
1912 STUDEBAKER*
Summit
1898 Sturges Electric
1904 Sturtevant
1912 Stutz
1911 Stuyvesant
1912 Suburban
1906 Success
1908 Sultan
1915 Sun
1906 Sunset
1914 Superior
1922 Supreme
1904 Synnestvedt
Steam
1899 Syracuse Electric

—T—

1922 Tarkington
1901 Taunton Steam
1918 Templar
1910 Templeton-
Dubrie
1932 Terraplane
1915 Tex
1919 Texan
Texmobile
Thermat-Monohan
1902 Thomas
1907 Thomas-Detroit
1900 Thomson
1901 Thorobred
1900 Thresher
1913 Tiffany
Tiffin
1914 Tiger
Tillie
1903 Tincher
1899 Tinkham
1935 Tjaarda
1903 Toledo
1900 Toledo Steam
Tonawanda
1905 Toquet
1902 Torbensen
1922 Totem
1912 Touraine
1903 Tourist
1948 Towne Shopper
1922 Trask-Detroit
Steam
1924 Traveler
1907 Trebert
Triangle
1913 Tribune
Trimo
1896 Tri-Moto
1900 Trinity Steam
1900 Triumph
1914 Trumbull
1900 Tucker
1947 Tucker
1917 Tulsa
Turner-Friche
1912 Twin City
1914 Twombly
1902 Twyford

—U—

Ultimate
1902 Union
1905 United
1908 Unito
1917 Universal
1907 University
Unwin
1902 Upton
1908 U. S.
1900 U. S. Long-
Distance

—V—

Valey
1900 Van
1907 Vandegraft
1912 Van Dyke
1911 Van-L
1900 Van Wagoner
1905 Vaughan
1903 V.E.C. Electric
1900 Velie
1916 Vernon
1914 Vestal
1907 Victor Steam
1920 Victory
1908 Viking
1911 Virginian
1914 Vixen
1918 Vogue
1913 Vulcan

—W—

1915 Waco
1913 Wagenhals
1914 Wahl
Walden
1909 Waldron
1905 Walker Electric
1901 Walls
1908 Walter
1920 Waltham
1900 Waltham-Orient
1903 Walther
1905 Walworth
1914 Ward Electric
1919 Ward La France
1901 Ward Leonard
1905 Warren
1909 Warren-Detroit
1901 Warwick
1909 Washington
1920 Wasp
1904 Waterloo
Waterous
1910 Watt
1903 Waukeshaw
1904 Waverly Electric
1904 Wayne
1903 Welch
1910 Westcott
1909 Western
Westfield
1912 W.F.S.
1900 Whaley Henrietta
1921 Wharton
1926 Whippet
1909 White
1906 White Hickory
White Star
1901 White Steam
1905 Whiting
1903 Whitney Steam
1902 Wick
Wiedley-Entz
Magnetic
Wilco Six
1907 Wilcox
1902 Wildman
1905 Willard
1907 Williams Electric
1921 Wills Ste. Claire
1930 Willys
1940 Willys-American
1918 Willys-Knight
1903 Wilson
1929 Windsor
Windsor-White
1923 Wing
1920 Winther
1897 Winton
1899 Wisconsin
1921 Wisard
1907 Wolf
1904 Wolverine
1904 Wolverine-Detroit
1909 Wonder
1902 Woodroof
1918 Woods
1901 Woods Electric
1914 Woods Mobilette
Woodworth
1909 Worth

—Y—

1903 Yale
Yates
1905 York
1908 York-Pullman

—Z—

1902 Zent
1903 Zentmobile
1908 Zimmerman
1913 Zip
1908 Zust

No matter what car you own...

You drive a better car because of Studebaker-Packard

•

Through the years, Studebaker-Packard has brought you these advances...*first*

1901—Present day steering wheel.
1903—Enclosed bodies.
1913—One-piece cylinder blocks.
1919—Extensive use of pressed steel.
1926—Hypoid rear axle.
1930—Automatic spark control.
1931—Power brakes.
1939—Auto air conditioning.
1941—Integrated fender, body design.
1941—Power windows and seats.
1952—Mechanical power steering.
1953—The low silhouette.
1955—Torsion bar suspension.
1956—Twin-Traction rear axle.
1956—10 to 1 compression ratio.
1956—Electric door locks.

In every car on the road today, there is a bit of Packard and a bit of Studebaker. For more than half a century, these two great names have pioneered many engineering advances that other makers soon adopted . . . and you enjoy in your car today.

When mass-production came, most companies expanded or merged with others to put together enough plant to give the public the benefits of assembly line economies.

So, today, there are only five companies in America making cars. Three of them are the so-called "giants"; Studebaker-Packard is comparatively smaller but big enough to be competitively strong.

It is the 95th largest corporation in America. Big enough to bring you every economy and advantage of mass-production. Big enough to attract the independent-thinking leaders in production, styling and engineering. Big enough to capitalize on the flexibility, maneuverability and finely-drawn management muscle that frequently allows a smaller competitor to out-point a titan opponent.

The record of the past half-century definitely establishes this point: the engineering and styling advances you can enjoy in Studebaker and Packard cars today will be found in most cars in the years ahead.

For Studebaker-Packard has beaten all competitors to the punch in 1956 with such great engineering firsts as Electronic Touch-Button Driving, Torsion-Level Suspension, the first 10 to 1 compression ratio engine, the only double kick-down transmission, the Twin-Traction safety differential and many others.

That's what we see as the competitive function of Studebaker-Packard: to keep the giants racing to keep up with us by giving you the newest and best automotive advances *today!*

52% of all the cars that have borne these respected names are still spinning happily along the roads of the world. We feel that Studebakers and Packards are our best salesmen . . . they quickly prove their superiority in power, performance, safety and comfort. Take the key, and see . . . *today!*

STUDEBAKER-PACKARD CORPORATION

Studebaker Division, South Bend, Indiana • Packard Division, Detroit, Michigan

CAR MAKERS' CHRONOLOGY

1955

Buick

VITAL STATISTICS: Production, 781,296. Models, 17, ranging from Special two-door sedan, $2,232.88, to Roadmaster convertible, $3,551.56. Factories, main plant, Flint; assembly plants in Arlington, Tex.; Atlanta; Framingham, Mass.; Kansas City; Linden, N. J.; Los Angeles; Wilmington, Del. Employes, 30,154. Registrations, 737,879.

MILESTONES: Buick introduced four-door hardtop in Century and Special series and built 173,527 of these models during the year. For the first time, Buick exceeded the 750,000-mark in production and 500,000-mark in hardtops.

* * *

Cadillac

VITAL STATISTICS: Production, 153,334. Models, eight ranging from "62" coupe, $3,881.77, to "75" ten-passenger limousine, $6,402.17. Factories, main plant, Detroit. Employes, 10,600. Registrations, 141,038.

MILESTONES: Cadillac production and sales highest in history. Power brakes made standard equipment. Two new body styles added to bring the total to ten. Controlled-coupling Hydra-Matic introduced. During December, monthly sales record of 15,582 set. Production highs: Weekly, 4,018, week of Nov. 7; daily, 742, Dec. 15.

* * *

Chevrolet

VITAL STATISTICS: Production, 1,830,029 cars; 393,-312 trucks. Models, 16, ranging from One-fifty utility sedan, $1,593, to Corvette V-8, $2,934. Factories, main plant, Flint; assembly plants in Atlanta; Baltimore; Bloomfield, N. J.; Janesville, Wis.; Kansas City; Los Angeles; Norwood, O.; Oakland, Calif.; St. Louis; Tarrytown, N. Y. Employes, 97,500. Registrations, 1,640,681; 329,-791 trucks.

MILESTONES: Chevrolet led in sales and production. Trucks for 1955 included 75 models on 15 wheelbases. Engines, six-cylinder and V-8. 34-millionth car produced, Dec. 3.

* * *

Chrysler

VITAL STATISTICS: Production, 176,039. Models, 15, ranging from Windsor DeLuxe four-door sedan, $2,-660.25, to Crown Imperial Limousine, $6,520. Factories, main plant, Detroit; assembly plants, Evansville, Ind.; San Leandro, Calif., and Los Angeles. Employes, 16,-000. Registrations, 156,458.

MILESTONES: 300 hardtop introduced. Body plant expansion completed, increased capacity 40 percent. All-transistor radio for autos introduced on Imperial. Thirty-seven Grand National firsts won by Chrysler. Push-button transmission used, located on control panel.

* * *

DeSoto

VITAL STATISTICS: Production, 129,767. Models, eight, ranging from Firedome four-door sedan, $2,497,-75, to Fireflite convertible, $3,150.75. Factories, main plant, Detroit; assembly plants, Evansville, Ind.; San Leandro, Calif., and Los Angeles. Employes, 10,140. Registrations, 118,062.

MILESTONES: Broke all sales, production and shipment records. Announced first four-door hardtop. Set up quality dealer program. Receives Alfred P. Sloan Award for service to highway safety for the third time. Tripled sales promotion and advertising staffs.

* * *

Dodge

VITAL STATISTICS: Production, 313,038 cars; 95,618 trucks. Models, 17, ranging from Coronet two-door sedan, $2,013, to Custom Royal V-8 convertible, $2,-748. Factories, main plant, Detroit; assembly plants, Evansville, Ind.; San Leandro, Calif., and Los Angeles; truck, Detroit. Employes, 27,240. Registrations, 284,-323 cars; 66,208 trucks.

MILESTONES: Dodge car and truck operations recombined in single division. Millionth V-8 produced. "La Femme" model, designed for women, introduced. Dealers from 17 western states drove home 600 trucks.

* * *

Ford

VITAL STATISTICS: Production, 1,764,524 cars; 373,-897 trucks. Models, 17, ranging from Mainline business sedan, $1,605.97, to Thunderbird hardtop convertible, $3,234.30. Factories, main plant, Dearborn; assembly plants, Atlanta; Buffalo; Chester, Pa.; Chicago; Dallas; Kansas City; Long Beach, Calif.; Louisville; Mahwah, N. J.; Memphis; Norfolk, Va.; San Jose, Calif.; Summerville, Mass.; St. Paul; truck, Detroit. Employes, 49,400. Registrations, 1,573,276 cars; 295,900 trucks.

MILESTONES: Millionth '55 passenger car assembled in Kansas City. Safety forum held.

* * *

Hudson

VITAL STATISTICS: Production, 52,688. Models, 19, ranging from Metropolitan two-door hardtop, $1,445, to Hornet V-8 custom Hollywood hardtop, $3,145. Factories, assembly plant, Kenosha, Wis., body plant, Milwaukee. Employes, 26,907 (American Motors Corp. total). Registrations, 43,212.

MILESTONES: 1956 Hornet and Wasp models introduced with V-line styling and 220 h. p. V-8 engine. Dealers also offered all-new 1956 Rambler. Plans were announced that Hudson dealers would take part in a Dealer Investment Volume Fund.

* * *

Lincoln

VITAL STATISTICS: Production, 39,995. Models, five, ranging from Custom four-door sedan, $3,563, to Capri Special Custom convertible, $4,071.50. Factories, main plant, Wayne, Mich.; assembly plant, Los Angeles. Registrations, 35,017.

MILESTONES: Lincoln became separate division, Apr. 15. Ground broken for office building and assembly plant in Novi, Mich. Five new models—two Capri, three Premiere—introduced Sept. 16. Self-locking convertible (Robot Top) top unveiled in December.

* * *

Mercury

VITAL STATISTICS: Production, 434,911. Models, 10, ranging from Custom two-door sedan, $2,217.50, to Montclair convertible, $2,712. Factories, main plant, Wayne, Mich.; assembly plants, Los Angeles and Metuchen, N. J. Employes, 17,000. Registrations, 371,837.

MILESTONES: Mercury established as separate division. Four-door Montclair sports sedan with hardtop styling announced. Two-millionth Mercury customer since World War II honored. Safety belts made available. Four-door hardtop Phaeton introduced in December.

* * *

Nash

VITAL STATISTICS: Production, 109,104. Models, 20, ranging from Metropolitan two-door hardtop, $1,445, to Nash-Healey two-door hardtop, $5,128.09. Factories, main and assembly plant, Kenosha, Wis.; body plant, Milwaukee. Employes, 26,907 (American Motors Corp. total). Registrations, 93,541.

MILESTONES: New 1956 Rambler introduced Rambler gets best mileage in Mobilgas Economy Run, averaging 27.47 miles per gallon. Production schedule for Metropolitan doubled. Tooling plans for new V-8 engine announced. Guarantee for used cars unveiled, backed by $1 million indemnity bond.

* * *

Oldsmobile

VITAL STATISTICS: Production, 643,460. Models, 13, ranging from Series 88 two-door sedan, $2,296.62, to Series 98 convertible, $3,275.84. Factories, main plant, Lansing; assembly plants in Arlington, Tex.; Atlanta; Framingham, Mass.; Kansas City; Linden, N. J.; Los Angeles; Wilmington, Del. Employes, 14,149. Registrations, 589,515.

MILESTONES: Oldsmobile's first four-door hardtop, Holiday sedan, appeared in March. Two-millionth Rocket engine produced same month. Five millionth Oldsmobile built in May. Monthly sales record: 61,514, September.

* * *

Packard-Clipper

VITAL STATISTICS: Production, 69,677. Models, eight, ranging from Clipper deluxe four-dour sedan, $2,585 to Packard Caribbean convertible, $5,932. Factories, main plant, Detroit. Employes, 11,000. Registrations, 52,103.

MILESTONES: Oct. 1, 1955, marked conclusion of first year's operation of Studebaker-Packard Corp. Packard-Clipper division was established and in November introduced two separate lines of cars. Both lines featured torsion-bar suspension system; electric push-button driving; choice of four axle ratios and V-8 engines. Packard used nonslip differential.

* * *

Plymouth

VITAL STATISTICS: Production, 742,991. Models, 22, ranging from Plaza Six business coupe, $1,638.50 to Belvedere V-8 four-door, two-seat station wagon, $2,-425.25. Factories, main plant, Detroit; assembly plants, Evansville, Ind.; San Leandro, Calif. and Los Angeles. Employes, 12,861. Registrations, 647,352.

MILESTONES: New $50 million "Qualimatic" engine plant completed. "Fury," two-door hardtop added to line, with 240 horsepower engine. Inaugurated Customer Relations Forum. Created separate fleet sales department.

* * *

Pontiac

VITAL STATISTICS: Production, 581,560. Models, 13, ranging from Chieftain 860, two-door sedan, $2,-105.45, to Safari two-door station wagon, $2,962. Factories, main plant, Pontiac; assembly plants in Arlington, Tex.; Atlanta; Framingham, Mass.; Kansas City; Linden, N. J.; Los Angeles; Wilmington, Del. Employes, 16,760. Registrations, 530,007.

MILESTONES: 1955 was biggest sales and production year. First year in history Pontiac produced more than half-million cars. Safari custom station wagon introduced. Strato Chief "dream car" unveiled at Motorama.

* * *

Studebaker

VITAL STATISTICS: Production, 112,392 cars; 19,287 trucks. Models, 25, ranging from Champion custom two-door sedan, $1,742.02 to Speedster hardtop coupe, $3,371.04 Factories, main plant, South Bend; assembly plant, Los Angeles. Employes, 12,727. Registrations, 95,761 cars; 10,817 trucks.

MILESTONES: Speedster, designed as show car, put into production with 185 h. p. engine. 1955 International Award of Merit for "advanced styling and excellence of automotive design" presented by Universal Travel & Sports Show. Successful headon crash testing safety latches announced.

To sell the great American Weekly Family

AUTO INDUSTRY UPS APPROPRIATION 78.9%

Last year, Detroit successfully met its greatest sales challenge, sold more automobiles than ever before in history — close to 8 million.

It is significant that during the first ten months of this peak year, leaders of the broad shouldered industry raised their AMERICAN WEEKLY ad appropriations nearly 80% over the previous year.

Clearly, auto makers see in the more than 10 million families who get The AMERICAN WEEKLY each week a car owner market as big, vigorous and basic as their own business.

Why they're saying "YES" to The American Weekly

1—Reaches nearly one out of four families coast to coast.

2—Gives dealers unequalled direct sales support—reaching on an average 1 out of every 2 families in 781 key cities of 10,000 population or more.

3—Delivered on Sunday—prime time for family reading and buying decisions.

The AMERICAN WEEKLY

POWER—to move goods in volume

THE AMERICAN WEEKLY, 63 VESEY STREET, NEW YORK 7, N. Y. • ATLANTA • BOSTON • CHICAGO • CLEVELAND • DETROIT • LOS ANGELES • SAN FRANCISCO

ALBANY TIMES-UNION • BALTIMORE AMERICAN • BOSTON ADVERTISER • BUFFALO COURIER-EXPRESS • CHICAGO AMERICAN • CINCINNATI ENQUIRER • CLEVELAND PLAIN DEALER • COLUMBIA, S.C. STATE CORPUS CHRISTI CALLER TIMES • DALLAS TIMES HERALD • DETROIT TIMES • HOUSTON CHRONICLE • HUNTINGTON, W. VA., HERALD-ADVERTISER • KNOXVILLE JOURNAL • LOS ANGELES EXAMINER • MIAMI HERALD MILWAUKEE SENTINEL • NEW ORLEANS ITEM • NEW YORK JOURNAL-AMERICAN • PHILADELPHIA BULLETIN • PITTSBURGH SUN-TELEGRAPH • PORTLAND OREGONIAN • ST. LOUIS GLOBE-DEMOCRAT ST. PAUL PIONEER PRESS • SAN ANTONIO LIGHT • SAN FRANCISCO EXAMINER • SEATTLE POST-INTELLIGENCER • SYRACUSE HERALD-AMERICAN • TAMPA TRIBUNE • WASHINGTON POST & TIMES-HERALD • WICHITA BEACON

Official Results--1956 NASCAR Safety and Speed Trials

(Held Feb. 12-26, 1956, at Daytona Beach, Fla.)

Official Two-Way Flying Mile Speed Runs Wednesday, February 22, 1956

1956 U. S. Production Passenger Cars
Class 7—Over 350 Cubic Inches

Pos. Driver	Car	Speed Two-Way Average
1. Tim Flock, Atlanta, Ga.,	**56 Chry. 300B**	**139.373**
2. Vicki Wood, Detroit, Mich.,	56 Chry. 300B	136.081
3. Warren Koechling, Miami, Fla.,	56 Chry. 300B	129.009
4. Brewster Shaw, Daytona Beach, Fla.,	56 Chry. 300B	126.805
5. Wallace Chandler, Lansing, Mich.,	56 Stude. Golden Hawk	122.407
6. Edward Lyons, Grayville, Ill.,	56 Chry. 300B	121.622
7. Craig Bailey, Cinton, Tenn.,	56 Stude. Golden Hawk	118.558
8. Wilbur Langham, Antwerp, Ohio,	56 Chry. 300B	117.321
9. Gene Shroyer, Ottawa, Ohio,	56 Cad. Conv.	113.636
10. Harry Oliver, New Castle, Del.,	56 Chry. N.Y.	113.475

Class 6—305 to 350 Cubic Inches

1. Danny Eames, Manhattan Beach, Cal.,	**56 Dodge**	**130.577**
2. Nicky Griffin, Detroit, Mich.,	56 Mercury	125.567
3. Billy Myers, Germanton, N. C.,	56 Mercury	124.503
4. Chris Williams, Stuart, Va.,	56 Mercury	121.601
5. J. H. Baker, Wichita, Kansas,	56 Dodge	121.090
6. Franklin Ramey, Abbeville, S. C.,	56 Buick	119.403
7. Horace Woodring, Henderson, Ky.,	56 Mercury	117.455
8. A. E. Chenoweth, Xenia, Ohio,	56 Pontiac	116.618
9. Fred Kimrey, Burlington, N. C.,	56 Chry. Windsor	113.386
10. Wm. E. Lile, Hopkinsville, Ky.,	56 Buick Century	111.645

Class 5—259 to 305 Cubic Inches

1. Murray Hartley, Erie, Pa.,	**56 Chevrolet**	**121.335**
2. Raymond Fulmer Jr., Saluda, S. C.,	56 Chevrolet	119.245
3. Joe Weatherly, Norfolk, Va.,	56 Ford	118.130
4. Leonard Steed Jr., Jackson, S. C.,	56 Chevrolet	117.168
5. O. F. Liernard, Antwerp, Ohio,	56 Chevrolet	116.599
6. Clarence Wood, Detroit, Mich.,	56 Ford	115.923
7. Tommy Hagood, Orlando, Fla.,	56 Chevrolet	115.811
8. Dr. Robt. Rollings, Saluda, S. C.,	56 Ford	115.145
9. Andrew Hatton, Dearborn, Mich.,	56 Ford	114.869
10. Robt. D. Narber, Cedar Rapids, Ia.,	56 Chevrolet	113.404

Class 4—213 to 259 Cubic Inches

1. Frieda Herrmann, Detroit, Mich.,	**56 Ford**	**90.135**

Ladies' Class—U. S. Production Passenger Cars

1. Vicki Wood, Detroit, Mich.,	**56 Chry. 300B**	**136.081**
2. Nicky Griffin, Detroit, Mich.,	56 Mercury	125.567
3. Frieda Herrmann, Detroit, Mich.,	56 Ford	90.135
4. Alma Howard, Farmington, Mich.,	56 Ford	88.365

Popular Price Class—Under $2,500 Delivered in Florida

1. Murray Hartley, Erie, Pa.,	**56 Chevrolet**	**121.335**
2. Raymond Fulmer Jr., Saluda, S. C.,	56 Chevrolet	119.245
3. Joe Weatherly, Norfolk, Va.,	56 Ford	118.130
4. Leonard Steed Jr., Jackson, S. C.,	56 Chevrolet	117.168
5. O. F. Liernard, Antwerp, Ohio,	56 Chevrolet	116.599
6. Clarence Wood, Detroit, Mich.,	56 Ford	115.923
7. Tommy Hagood, Orlando, Fla.,	56 Chevrolet	115.811
8. Dr. Robt. Rollings, Saluda, S. C.,	56 Ford	115.145
9. Andrew Hatton, Dearborn, Mich.,	56 Ford	114.869
10. Robt. D. Narber, Cedar Rapids, Ia.,	56 Chevrolet	113.404

U. S. Production Sport Cars

1. John Fitch, Stamford, Conn.,	**56 Chev. Corvette**	**145.543**
2. Betty Skelton, Winter Haven, Fla.,	56 Chev. Corvette	137.773
3. Andrew Hotton, Dearborn, Mich.,	56 Thunderbird	134.404
4. William Norkett, Chicago, Ill.,	55 Thunderbird	133.087
5. L. Merritt Brown, Daytona Beach, Fla.,	56 Thunderbird	122.491
6. W. J. Straney, Jeffersonville, Ind.,	55 Thunderbird	120.785
7. Ken Whitney, Panama, N. Y.,	56 Thunderbird	112.132
8. Frank Zirbes, Fairview Pk., Ohio,	56 Thunderbird	108.271
9. Chas. M. Gilman, Bay Head, N. J.,	55 Thunderbird	108.108
10. Wade H. Jones, Columbia, S. C.,	55 Thunderbird	104.895

Ladies' Sport Car Class

1. Betty Skelton, Winter Haven, Fla., 56 Chev. Corvette 137.773

U. S. Modified Sport Cars

1. Zora Arkus-Duntov, Grosse Pte., Mich., 56 Chev. Corvette Mod. 147.300

Prototype Cars

1. Vern Houle, California,	**56 Mercury Prototype**	**147.269**
2. Phil Walters, Hicksville, N. Y.,	56 Plymouth Fury	136.415

European and/or U. S. Production Sport Cars
Sport Class 6—Unlimited Cost or Displacement

1. King Pannier, Canton, Ohio, 54 Allard K3 111.111

Sport Class 4—Under $4,000 Delivered in New York

1. John Fitch, Stamford, Conn.,	**56 Chev. Corvette**	**145.543**
2. Betty Skelton, Winter Haven, Fla.,	56 Chev. Corvette	137.773
3. Andrew Hotton, Dearborn, Mich.,	56 Thunderbird	134.404
4. Howard J. Meeker, Ft. Wayne, Ind.,	56 Jaguar XK140MC	134.078
5. William Norkett, Chicago, Ill.,	55 Thunderbird	133.087
6. Philip H. Stiles, Palm Beach, Fla.,	55 Austin-Healy 100S	128.000
7. L. Merritt Brown, Daytona Beach, Fla.,	56 Thunderbird	122.491
8. W. J. Straney, Jeffersonville, Ind.,	55 Thunderbird	120.785
9. Ken Whitney, Panama, N. Y.,	56 Thunderbird	112.132
10. Frank Zirbes, Fairview Pk., Ohio,	56 Thunderbird	108.271

Sport Class 3—Under $3,000 Delivered in New York

1. Fred Pfisterer, Mt. Vernon, N. Y., 56 Austin-Healy 100 101.067

Sport Class 2—Under 1,500 cc Displacement

1. William J. Buff III, Red Bank, N. J., 53 Porsche 104.621

Sport Class 1—Under 75 Cubic Inches Displacement

1. John Been, Shrewsbury, N. J., 56 Volkswagen, 67.586

Modifieds

1. Smokey Yunick, Daytona Beach, Fla., 56 Chev. Pick-up 130.293

2. L. Merritt Brown, Daytona Beach, Fla., 56 Ford F100 Truck 126.050

Acceleration Runs—Measured Mile—Standing Start — Thursday, February 23, 1956

1956 U. S. Production Passenger Cars

Pos. Driver	Car	Speed One-Way
Fastest Time of the Day		
1. Danny Eames, Manhattan Beach, Calif.,	**56 Dodge D-500**	**81.786**

Class 7—Over 350 Cubic Inches

1. Brewster Shaw, Daytona Beach, Fla.,	**56 Chrysler 300-B**	**81.762**
2. Warren Koechling, Miami, Fla.,	56 Chrysler 300-B	79.952
3. Ed Williams, Fithian, Ill.,	56 Lincoln	79.878
4. Wallace L. Chandler, Lansing, Ind.,	56 Stude. Golden Hawk	78.809
5. Frederick B. Kimrey, Burlington, N. C.,	56 Chrysler	77.989
6. Guy Seashole Jr., Jacksonville, Fla.,	55 Chrysler 300	77.787
7. M. M. Culver, Dayton, Ohio.,	56 Cadillac Conv.	77.586
8. Taylor A. Doebler Jr., Jersey Shore, Pa.,	53 Lincoln Cosmo	76.595
9. Gene H. Shroyer, Ottawa, Ohio,	56 Cadillac Conv.	75.997
10. Mervin Jack Morgan, Union Point, Ga.,	55 Chrysler 300	75.000

Class 6—305 to 350 Cubic Inches

1. Danny Eames, Manhattan Beach, Calif.,	**56 Dodge**	**81.786**
2. Art Chrisman, Compton, Calif.,	56 Mercury	81.008
3. Dean Martin, Daytona Beach, Fla.,	56 Dodge D-500	76.742
4. Howard E. Palmer, Chicago, Ill.,	55 Dodge	75.551
5. V. M. Clagett Jr., Rockville, Md.,	56 Chrysler Wind.	64.011

Class 5—259 to 305 Cubic Inches

1. Ned E. Decker, Sherwood, Ohio,	**56 Chevrolet**	**81.392**
2. James W. Umlauf, Allen Park, Mich.,	56 Ford	80.844
3. Betty Skelton, Winter Haven, Fla.,	56 Chevrolet	80.699
4. Herb Thomas, Sanford, N. C.,	56 Chevrolet	80.482
5. O. F. Liernard, Antwerp, O.,	56 Chevrolet	80.053
6. Joe Littlejohn, Spartanburg, S. C.,	56 Chevrolet	79.575
7. Harley G. Morse, Eustis, Fla.,	56 Chevrolet	79.068
8. Leonard Steed Jr., Jackson, S. C.,	56 Chevrolet	79.016
9. J. M. Tapscott, Deland, Fla.,	56 Chevrolet	78.482
10. Raymond Fulmer Jr., Saluda, S. C.,	56 Chevrolet	77.536

U. S. Production Sport Cars

1. Chuck Daigh, Long Beach, Calif.,	**56 Thunderbird**	**88.779**
2. William Norkett, Chicago, Ill.,	56 Thunderbird	87.869
3. John Fitch, Stamford, Conn.,	56 Corvette	86.872
4. Andrew L. Hotton, Dearborn, Mich.,	56 Thunderbird	86.289
5. Betty Skelton, Winter Haven, Fla.,	56 Corvette	85.531
6. L. Merritt Brown, Daytona Beach, Fla.,	56 Thunderbird	85.387
7. Jack Horsley, Miami, Fla.,	55 Thunderbird	81.374
8. W. J. Straney, Jeffersonville, Ind.,	55 Thunderbird	79.034
9. Howard E. Palmer, Chicago, Ill.,	56 Thunderbird	78.210
10. Donald La Fountain, Highland, N. J.,	55 Thunderbird	76.824

Ladies' Sport Car Class

1. Betty Skelton, Winter Haven, Fla.,	**56 Corvette**	**85.531**
2. Suzanne La Fountain, Highland, N. J.,	55 Thunderbird	76.287

U. S. Modified Sport Cars

1. Zora Arkus-Duntov, Grosse Pointe, Mich., 56 Corvette Modified 89.753

2. Frank L. Zirbes, Fairview Pk., Ohio, 55 Thunderbird Mod. 82.285

European and/or U. S. Production Sport Cars
Sport Class 6—Unlimited Cost or Displacement

1. James H. Kimberly, Chicago, Ill., 55 Ferrari 375 88.648

Sport Class 4—Under $4,000 Delivered in New York

1. Chuck Daigh, Long Beach, Calif.,	**56 Thunderbird**	**88.779**
2. William Norkett, Chicago, Ill.,	56 Thunderbird	87.869
3. John Fitch, Stamford, Conn.,	56 Corvette	86.872
4. Andrew L. Hotton, Dearborn, Mich.,	56 Thunderbird	86.289
5. Betty Skelton, Winter Haven, Fla.,	56 Corvette	85.531
6. L. Merritt Brown, Daytona Beach, Fla.,	56 Thunderbird	85.387
7. Jack Horsley, Miami, Fla.,	55 Thunderbird	81.374
8. W. J. Straney, Jeffersonville, Ind.,	55 Thunderbird	79.034
9. Howard E. Palmer, Chicago, Ill.,	56 Thunderbird	78.210
10. Donald La Fountain, Highland, N. J.,	55 Thunderbird	76.824

Sport Class 3—Under $3,000 Delivered in New York

1. Fred C. Pfisterer, Mt. Vernon, N. Y., 56 Austin Healy 100 70.616

Sport Class 2—Under 1,500 cc Displacement

1. William Buff III, Red Bank, N. J., 53 Porsche 72.610

Sport Class 1—Under 75 Cubic Inches Displacement

1. John Been, Shrewsbury, N. J., 56 Volkswagen 53.683

European Sedan Class

1. Pepper Cunningham, Hamilton Square, N. J., 54 Jaguar Mark VII 67.139

Hybrid U. S. Passenger Cars

1. Richard Griffin, Lansing, Mich.,	**53 Studillac**	**86.455**
2. Charles Rehl, Millersport, Ohio,	56 Ford Sta. Wgn.	75.725
3. Suzanne La Fountain, Highland, N. J.,	56 Ford Sta. Wgn.	70.950
4. Charles M. Gilman Jr., Bay Head, N. J.,	56 Ford Sta. Wgn.	70.395
5. Donald La Fountain, Highland, N. J.,	52 Ford Sta. Wgn.	70.230
6. Suzanne La Fountain, Highland, N. J.,	52 Ford Sta. Wgn.	69.137

Modifieds

1. Smokey Yunick, Daytona Beach, Fla., 56 Chev. Pick-up 89.524

2. L. Merritt Brown, Daytona Beach, Fla., 56 Ford F100 truck 81.008

Special NASCAR Speed Weeks Trophies

Pure Oil Company "Man off the Street" Trophy
Rev. Rankin Shrewsbury, Daytona Beach, Fla.—1956 Ford Thunderbird—128.296 mph.

Pure Oil Company Manufacturers' Trophy
Ford Division, Ford Motor Company, Detroit, Mich.

Sports Illustrated Perpetual Award
Winner of Grand National Championship Race—152 miles Feb. 26, 1956—Tim Flock, Atlanta, Ga.—1956 Chrysler 300-B —90.836 mph.

Cannon Ball Baker Perpetual Award
Winner of Grand National Championship Race—152 miles Feb. 26, 1956—Tim Flock, Atlanta, Ga.—1956 Chrysler 300-B —90.836 mph.

Tom McCahill Perpetual Award
U. S. Standard Production Passenger Cars, Feb. 22, 1956—Tim Flock, Atlanta, Ga.—1956 Chrysler 300-B—139.373 mph.

Paul Whiteman Perpetual Award
European and/or U. S. Production Sport Cars, Feb. 22, 1956 —John Fitch, Stamford, Conn.—1956 Chevrolet Corvette—145.543 mph.

Champion Spark Plug Trophy
Fastest time, February 19, 1956—Chuck Daigh, Long Beach, Calif.—1956 Ford Thunderbird—92.142 mph. (one-way standing start).

Mechanix Illustrated Acceleration Trophy—Pure Oil Company $100 U. S. Standard Production Passenger Cars
Feb. 23, 1956—Danny Eames, Manhattan Beach, Calif.—1956 Dodge 500—81.786 mph.

Mechanix Illustrated Acceleration Trophy—European and/or U. S. Production Sport Cars—Pure Oil Company $100
Feb. 23, 1956—Chuck Daigh, Long Beach, Calif. — 1956 Ford Thunderbird—88.779 mph.

Air Lift Challenge Race—$500
Feb. 23, 1956—Junior Johnson, Ronda, N. C.—1956 Dodge 500—126.939 mph. (one way).

Michigan Modern Engineering Co.—Watches
Leaders of most laps convertible race—Curtis Turner, Roanoke, Va.—1956 Ford—Grand National Race—Tim Flock, Atlanta, Ga.,—1956 Chrysler 300B

Pure Oil Company Manufacturers' High-Point Trophy
Winner—Ford Division—Ford Motor Company

1. Ford	**584**	7. Oldsmobile	91
2. Chevrolet	566	8. Studebaker	57
3. Chrysler	403	9. Cadillac	53
4. Dodge	320	10. Pontiac	48
5. Mercury	289	11. Lincoln	40
6. Buick	140	12. Plymouth	11

NASCAR Grand National Championship 152-Mile Race
Sunday, Febuary 26, 1956

Fin. Pos.	Start Pos.	Driver	CAR
1.	**1**	**Tim Flock, Atlanta, Ga.**	**56 Chry 300-B**
2.	24	Billy Myers, Germanton, N. C.	56 Mercury
3.	22	Ralph Moody, Dania, Fla.	56 Ford
4.	16.	Jimmy Lewallen, High Point, N.C.	56 Oldsmobile
5.	27	Jim Reed, Peekskill, N. Y.	56 Chevrolet
6.	40	Al Keller, W. Palm Beach, Fla.	56 Chevrolet
7.	38	Darvin Randahl, Rio, Wisconsin	56 Ford
8.	6	Bob Korf, Dayton, Ohio	56 Mercury
9.	10	Herb Thomas, Sanford, N. C.	56 Chevrolet
10.	12	Fonty Flock, Atlanta, Ga.	56 Dodge D-500
11.	25	Gwyn Staley, N. Wilkesboro, N. C.	56 Chevrolet
12.	18	Lee Petty, Randleman, N. C.	56 Dodge D-500
13.	58	Jack Radtke, Grays Lake, Ill.	56 Ford
14.	49	Ray Chaike, Cincinnati, Ohio	56 Chevrolet
15.	55	Gene Simpson, Sharron, Pa.	55 Buick
16.	60	Kenneth Millingan, Knoxville, Tenn.	56 Chevrolet
17.	78	Bill Blair, High Point, N. C.	56 Dodge D-500
18.	35	Don Thomas, Olivia, N. C.	56 Ford
19.	13	Charlie Scott, Forest Park, Ga.	55 Chry 300
20.	9.	Buck Baker, Charlotte, N. C.	55 Chry 300

Fastest Qualifier: Tim Flock, Atlanta, Ga., 56 Chrysler 300-B —135.747 MPH.

Time of Race: 1 hour, 40 minutes, 24 seconds.
Average Speed: 90.836 MPH.

NASCAR National Convertible Championship 160-Mile Race
Saturday, February 25, 1956

Fin. Pos.	Start Pos.	Driver	CAR
1.	**14**	**Curtis Turner, Roanoke, Va.**	56 Ford
2.	15	Fireball Roberts, Daytona Bch., Fla.	56 Ford
3.	4	Herb Thomas, Sanford, N. C.	56 Chevrolet
4.	19	Marvin Panch, Gardena, Calif.	56 Dodge
5.	6	Dick Joslin, Orlando, Fla.	56 Dodge
6.	7	Red Duvall, Chicago, Ill.	55 Buick
7.	27	Ray Atkinson, Indianapolis, Ind.	56 Ford
8.	11	Geo. Baumgardner, Saratoga, N.Y.	54 Buick
9.	22	Mel Larson, Phoenix, Arizona	55 Ford
10.	28	Pete Peterson, Chicago, Ill.	56 Ford
11.	10	Art Binkley, New Albany, Ind.	55 Plymouth
12.	29	Johnny Skipper, Harvey, Ill.	55 Mercury
13.	8	Larry Odo, Chicago, Ill	56 Chevrolet
14.	13	Bob Pronger, Chicago, Ill.	56 Ford
15.	5	Herschel White, Indianapolis, Ind.	56 Oldsmobile
16.	17	Jack Lawrence, Detroit, Mich.	55 Plymouth
17.	23	Tom Pistone, Chicago, Ill.	56 Chevrolet
18.	2	Jimmy Thompson, Monroe, N. C.	56 Mercury
19.	1	Joe Weatherly, Norfolk, Va.	56 Ford
20.	16	Bud Palmer, Nassau, N. Y.	56 Mercury

Fastest Qualifier: Joe Weatherly, 56 Ford—117.801 mph.
Time of Race: 1 hour, 39 minutes, 53 seconds
Average Speed: 96.11 mph.

Ford wins

Ford showed its taillight to all competitors during NASCAR's National Speed Week events at Daytona Beach, Florida—and walked off with the Pure Oil Manufacturer's Award for *best all-around stock car performance.*

In the recent Mobilgas Economy Run, a Ford V-8 with Fordomatic won Class "A" with an average of 47.7643 ton-miles per gallon—to prove that a Ford can operate with *greater gas economy per pound than any other car in its field.*

3 prize reasons why IT'S GREAT

FORD Division of FORD

3 all

THE INDUSTRY'S
MOST
coveted awards!

The Motor Trend Award, given annually to the automotive manufacturer who shows the year's most noteworthy achievement, went to Ford —for *greatest contributions to safety, and the introduction of an interior safety package.*

TO BE A FORD DEALER!

MOTOR COMPANY

Results of Mobilgas Annual Events, 1936-56 . . .

1956 Economy Run--Los Angeles to Colorado Springs

***Sweepstakes Winner — Imperial Southampton, 61.3796 Ton Miles.**

CLASS—MAKE & MODEL	Place	Miles Per Gal.	Ton Miles Per Gal.	ENTRANT	LOCATION	DRIVER
SPECIAL LIMITED DISPLACEMENT CLASS						
Rambler Deluxe "6"	1	24.3545	48.2218	Nash & Hudson Dealers of Southern Calif.		Tommy Thomas
Studebaker Champion "6"	2	20.0467	39.7426	Universal Specialties, Denver, Colo.		Bob Russo
A LOW PRICE CLASS						
Ford Customline Victoria "8"	1	20.5217	47.7643	Ford Dealers Adv. Assn. of So. Calif.		Marshall Martin
Plymouth Belvedere "8"	2	20.6793	47.7381	W. R. Shadoff, Plymouth, Pomona		Art Rene
Chevrolet Bel Air Sport Sedan "6"	3	21.1715	47.2124	Southern California Plating Co.		Pete Novotny
Chevrolet Bel Air Sport Sedan "8"	4	20.7032	46.3752	Rush Chevrolet, Gardena		James L. Rush
Ford Fairlane Victoria "8"	5	18.7496	44.2490	Ford Dealers Adv. Assn. of So. Calif.		Don Rice
Ford Fairlane Victoria "6"	Disqualified—2 min. late			Ford Dealers Adv. Assn. of So. Calif.		Bill Hooks
B LOW MEDIUM PRICE CLASS						
Pontiac Chieftain Catalina	1	21.1098	51.7297	Greer-Haldeman, Los Angeles		Pierce Venable
Dodge Coronet 500 "V-8"	2	20.9012	50.1419	Los Angeles Dodge Dealers Assn.		William Losher
Mercury Montclair Phaeton	3	19.1552	47.6965	Bob Estes, Inglewood and Mercury Dealers Adv. Assn.		Art Elliott
C MEDIUM PRICE						
Oldsmobile 88 Holiday Deluxe	1	19.7044	50.8077	Bob Yeakel, Wilshire Olds; Paola Olds, La Crescenta		Woody Bell
Nash Ambassador Sp'l "V-8" Super	2	20.7124	47.9907	Carl Chakmakian, Dearborn, Mich.		Carl Chakmakian
Hudson Hornet Special "V-8" Super	3	20.4894	47.4944	Lee Hamer, San Fernando		Lee Hamer
Nash Ambassador Super 6	Withdrawn			Nash Dealers of Southern California		Les Viland
D UPPER MEDIUM PRICE CLASS						
Oldsmobile 98 Holiday Deluxe	1	18.6694	50.9488	Paolo Olds, La Crescenta; Bob Yeakel, Wilshire Olds		Ray Brock
Buick Super Riviera	2	17.7798	48.9566	Bill Murphy Buick, Culver City		Don Bridges
DeSoto Fireflite Sportsman	3	17.8341	47.3496	Hart Fullerton, Santa Monica		Danny Eames
E HIGH PRICE CLASS						
*Imperial Southampton	1	21.0420	61.3796	Mel Alsbury, Hollywood		Mel Alsbury jr.
Packard 400	2	18.0750	50.3207	Earl C. Anthony, Inc.		Dick Johnson
Buick Roadmaster Riviera	3	17.4191	48.2510	Bill Murphy Buick, Culver City		Al Cottle

AVERAGE MILES PER GALLON, ALL CARS 19.9536
AVERAGE TON MILES PER GALLON, ALL CARS 48.6511
AVERAGE SPEED, ALL CARS 40.9905

1955—Los Angeles to Colorado Springs

CLASS—MAKE & MODEL	Place	Miles Per Gal.	Ton Miles Per Gal.	ENTRANT	DRIVER
A LOW PRICE					
Rambler Super 6	1	27.4733	51.2789	Hudson Dealers of Southern California Nash Dealers Association of So. Calif.	Les Viland
Ford Fairlane 6	2	22.8197	48.7201	Ford Dealers Adv. Assn. of So. Calif.	Marshall Martin
Chevrolet Bel Air 6	3	21.5631	47.3203	Southern California Plating Co.	Pete Novotny
Ford Fairlane V-8	4	20.5979	45.7892	Ford Dealers Adv. Assn. of So. Calif.	Bill Hooks
Plymouth Belvedere V-8	5	19.3683	43.7723	Plymouth Dealers	Ackton Miller
Chevrolet Bel Air V-8	6	19.6406	42.2862	Rush Chevrolet—Gardena	Jim Rush
B LOW MEDIUM PRICE					
*Studebaker Commander Custom V-8	1	27.4366	58.6320	J. R. Townsend Co., Inc., San Diego	Dick Johnson
Pontiac Chieftain V-8	2	21.6149	51.9297	Savage-Haldeman, Los Angeles	Archie Bowen
Mercury Monterey V-8	3	21.5866	51.9157	Bob Estes, Inglewood Sponsored by Mercury Dealer Adv. Assn.	Art Elliott
Hudson Wasp 6	4	22.1220	49.9957	Hamer Motors, Inc., San Fernando	Lee Hamer
Dodge Coronet V-8	DISQUALIFIED			Joe Fisher, Portland, Oregon	William Losher
C UPPER MEDIUM PRICE					
Nash Ambassador Super 6	1	25.1854	58.5560	Nash Dealers Assn. of So. Calif.	Pierce Venable
Oldsmobile 88 V1-8	2	22.5543	56.8707	Danny DePaolo, Glendale	Woody Bell
Studebaker President Deluxe V-8	3	25.2901	55.1957	Charles J. Ketcham, Las Vegas, Nevada	Robert L. Donkin
Dodge Custom Royal V-8	4	22.3287	52.2267	Mikes Motor Co., Clinton, Indiana	Danny Eames
Hudson Hornet Custom 6	5	20.6544	48.7857	Fullerton-Loadvine, Inc., Santa Monica	Hart Fullerton
Chrysler Windsor Deluxe V-8	6	18.2294	47.0683	Mel Alsbury, Hollywood	Mel Alsbury, Jr.
DeSoto Firedome V-8	7	17.8962	43.8635	McNeil-Stanley, East Los Angeles	Verne Holmquist
D HIGH PRICE					
Buick Roadmaster V-8	1	19.7827	53.7596	Abbott-Kiple Co., West Los Angeles	Al Cottle
Packard Patrician V-8	2	19.7515	51.6322	Earl C. Anthony, Inc.	Harold Michelson
Lincoln Capri V-8	3	18.8780	50.3666	Deaton Motor Co., Beverly Hills Sponsored by Lincoln Dealer Adv. Assn.	Art Rene
Chrysler New Yorker Deluxe V-8	4	19.0170	50.1099	Lew Jabro, Los Angeles	Lew Jabro

SWEEPSTAKES WINNER* .....STUDEBAKER COMMANDER CUSTOM V-8
Average Miles Per Gallon All Cars.....21.5615
Average Ton Miles Per Gallon All Cars.....50.4798
Average Speed All Cars.....40.6543

1954 Sun Valley Run

Price Division	Make of Car	Miles Per Gallon	Ton Miles Per Gallon
	Studebaker Champion Custom	29.5806	56.5138
	Ford Mainline 6	26.1479	55.5773
A—Std. & Overdrive	Ford Mainline V-8	23.3884	50.7528
	Plymouth Belvedere	22.4397	47.7067
	Chevrolet Two-Ten	22.3167	49.9655
B—Automatic Drive	Hudson Jet-Liner	21.6382	43.1249
C—Std. & Overdrive	Dodge Royal V-8	25.3973	58.0456
	Mercury Monterey	21.4781	49.9795
D—Automatic Drive	Oldsmobile Super 88	19.7506	49.7122
	Dodge Royal V-8	21.3511	48.5951
E—Std. & Overdrive	Studebaker Land Cruiser*	28.1046	60.8465
	DeSoto Firedome V-8	20.3514	49.5558
F—Automatic Drive	Studebaker Land Cruiser	24.5763	53.9942
	Nash Ambassador Super	20.6582	47.7721
	Hudson Hornet	19.8481	47.7346
	DeSoto Firedome V-8	17.9770	44.1334
	Packard Clipper Deluxe	17.8957	43.6744
	Lincoln Capri	19.7542	52.2894
G—Automatic Drive	Chrysler New Yorker	17.8322	45.5792
	Chrysler Custom Imperial	16.4463	45.1370

Total Class Victories In Economy Runs (1936-56)

STUDEBAKER	18
NASH	10
LINCOLN	9
CHRYSLER	8
FORD	8
PACKARD	6
CADILLAC	6
WILLYS	6
HUDSON	5
GRAHAM	5
MERCURY	4
PONTIAC	4
OLDSMOBILE	4
DODGE	3
HENRY J	3
TERRAPLANE	3
RAMBLER	3
KAISER	2
BUICK	2
DeSOTO	1
CHEVROLET	1
PLYMOUTH	1
FRAZER	1
CORD	1
OVERLAND	1
IMPERIAL	1

1953 Sun Valley Run

Price Division	Make of Car	Miles Per Gallon	Ton Miles Per Gallon
	Ford Mainline Six	27.0335	56.7028
	Studebaker Champion	26.8622	50.8770
A—Std. & Overdrive	Ford Mainline V-8	22.5183	48.5494
	Hudson Super Jet	25.4279	47.9825
	Plymouth Cranbrook	22.8301	46.9501
	Chevrolet Two-Ten	Disqualified for running over alloted time	
B—Automatic Drive	Hudson Jet	22.0575	42.4006
	Dodge Coronet V-8	23.4189	52.8565
C—Std. & Overdrive	Mercury Monterey	23.1554	52.5629
	Studebaker Commander	24.5080	50.9767
	Studebaker Land Cruiser	23.3962	49.7755
D—Automatic Drive	Studebaker Land Cruiser	22.8885	49.3476
	Hudson Super Wasp	19.0956	45.1229
	Nash Statesman	19.4439	41.5321
E—Std. & Overdrive	Nash Ambassador	22.5457	51.3140
	DeSoto Firedome V-8	20.9209	50.9843
	Kaiser Manhattan	22.2707	49.0847
	Packard Clipper	18.6737	45.2838
F—Automatic Drive	Nash Ambassador Custom	21.1156	48.9037
	Kaiser Dragon	21.4499	47.9835
	Hudson Hornet	18.9473	46.2409
G—Automatic Drive	Lincoln Capri	19.9416	52.3467
	Chrysler Imperial	17.2909	48.1553
	Chrysler New Yorker	17.7479	45.7009
Special Lightweight	Henry J Corsair 4	28.2587	48.5768
	Nash Rambler Super	25.3748	45.2432

SWEEPSTAKES WINNER
Ford Mainline Six .....56.7028 Ton Miles Per Gallon

1952 Sun Valley Run

Price Division	Make of Car	Miles Per Gallon	Ton Miles Per Gallon
A	Studebaker Champion	27.8220	52.4444
	Chevrolet Styline	20.5714	42.8915
	Ford "6" Mainline	25.4634	53.8551
	Ford "V-8" Mainline	22.1492	48.1744
	Plymouth Cranbrook	23.5220	49.0433
B	Studebaker Commander V-8	25.5968	52.9854
	Kaiser Deluxe	24.6480	53.6094
C	Mercury Monterey	25.4093	59.7118
	Studebaker Land Cruiser V-8	25.3832	53.5586
D	Chrysler Windsor	19.3599	45.9798
	Hudson Wasp	20.4638	47.7830
E	DeSoto Firedome 8 "6 Passenger"	21.2777	54.7368
	Packard "200"	19.2278	44.9930
	Hudson Hornet	20.8274	49.8816
	Hudson Commodore 8	20.3973	48.8516
F	Chrysler Saratoga	19.0237	49.1762
	Packard "300"	16.4211	40.8065
G	Lincoln Capri	22.3562	58.9085
	Chrysler Imperial	19.0802	52.1844
H	DeSoto Firedome 8 "6 Passenger"	Automatically disqualified—obtained fuel from unofficial refueling station.	
	Packard "400"		
	Chrysler Saratoga "8 Passenger"		
I	Chrysler Crown Imperial	16.9509	43.1400
4-Cylinder Lightweight	Henry J—Corsair "4"	17.6520	50.5729
		16.2362	53.1736
6-Cylinder Lightweight	Henry J—Corsair "6"	30.8558	51.3749
		26.3676	44.8908
	Plymouth Concord	23.0797	47.0250

SWEEPSTAKES WINNER
Mercury Monterey .....59.7118 Ton Miles Per Gallon

1951 Grand Canyon Run

Price Division	Make of Car	Miles Per Gallon	Ton Miles Per Gallon
A	Ford Eight	25.994	54.587
B	Studebaker Commander	28.001	58.173
C	Mercury	25.945	59.868
D	Packard "200"	22.023	53.020
E	Lincoln	25.448	66.484
F	Cadillac "61"	21.719	55.492
G	Chrysler Imperial	21.178	59.457
H	Cadillac "60 Special"	21.979	58.795
I	Chrysler Crown Imperial	19.208	63.289
4-Cylinder Lightweight	Henry J "4"	30.109	46.110
6-Cylinder Lightweight	Nash Rambler	31.053	53.489

SWEEPSTAKES WINNER
Lincoln .....66.484 Ton Miles Per Gallon

1950 Grand Canyon Run

Price Division	Make of Car	Miles Per Gallon	Ton Miles Per Gallon
A	Willys Jeepster	26.099	44.3039
	Willys Jeepster	25.371	43.1300
	Willys Jeepster	25.458	43.0882
B	Ford Deluxe "6"	23.326	48.5759
	Chevrolet Fleetline	21.071	44.0392
	Plymouth P-18	21.254	43.8372
C	Kaiser Special	23.946	53.0400
	Studebaker Champion	26.551	51.8399
	Nash Statesman	25.522	51.3636
	Dodge Coronet	21.385	47.3679
D	Mercury	26.524	61.2711
	Nash Ambassador	26.424	58.4641
	Studebaker Commander	23.794	52.6445
	Hudson Pacemaker	22.595	52.2521
	Oldsmobile "88"	20.192	47.6037
	DeSoto Custom	18.778	43.4248
E	Studebaker Land Cruiser	24.887	55.6855
	Oldsmobile "98"	19.447	48.1304
	Packard "8"	18.920	47.3004
	Chrysler Windsor	19.853	47.2987
F	Frazer Manhattan	23.907	54.3303
	Hudson Commodore	21.386	52.2895
	Lincoln	18.150	48.1428
	Chrysler New Yorker	17.108	45.2508
	Packard Super	16.004	41.7709
G	Cadillac "61"	22.972	58.5212
	Kaiser Virginian	23.965	55.7783
H	Cadillac "62"	22.525	58.5651
	Lincoln Cosmopolitan	17.559	49.3410
I	Cadillac "60" Special	22.080	59.1179
J	Cadillac "75"	17.245	51.0874

SWEEPSTAKES WINNER
Mercury .....61.2711 Ton Miles Per Gallon

(Continued on Page 108)

Rubbermaid® presents

the finest in automobile floor mats

Stylemaster **KAR-RUGS** for front floors

The newest, hottest item in accessories today! Engineered tailored look . . . with all the easy clean features. Fits . . . and stays in place . . . in all cars. 9 rich, clear colors in best quality rubber.

Set No. 8465 Retail $6.95

Sales compelling box

Stylemaster **KAR-RUGS** for rear floors

Now . . . matching beauty and utility for rear floors. Full floor protection . . . extends under front seat. Colors match front Stylemasters.

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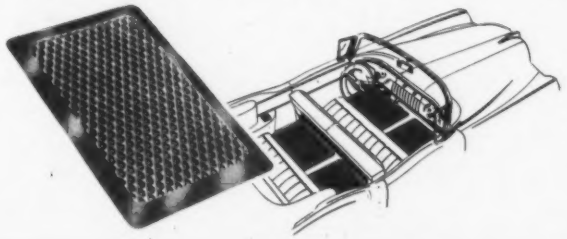
Makes attractive mass display

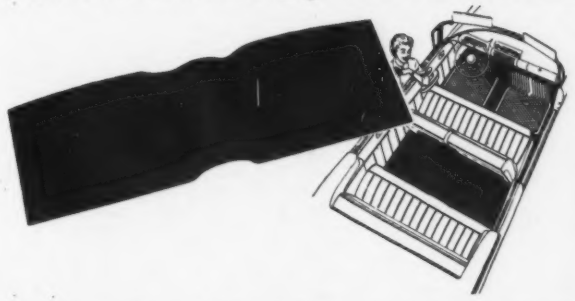
Rubbermaid® **KAR-RUGS** for all floors



The always popular "original" accessory for floor protection. Famous Rubbermaid quality in familiar diamond design. Get in the mat business with a good assortment. 9 colors including new turquoise and white.

No. 1452 (small)	16" x 18"	Retail	$1.49
No. 1454 (medium)	18" x 21"	Retail	1.89
No. 1455 (medium)	15" x 25"	Retail	1.89
No. 1459 (large)	18" x 26"	Retail	2.29

Rubbermaid® **KOVER-ALLS** for rear floors



NEW . . . highest quality contour mat for one piece coverage. Exclusive diamond design with attractive rib border that may be trimmed to fit all cars. Engineered to hug floor and stay in place. This will be a volume item. In 6 colors.

No. 1450 Retail $4.98

Keep stocks fresh and clean

THE *Only* NATIONALLY ADVERTISED AND PROMOTED LINE!

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QUIZ!

WHICH AGS® SPECIALIZED LUBRICANTS DO YOU USE?

Chances are you're already using one or more dependable AGS lubricants – and know how they improve any lube job . . . and give your work that extra touch of quality. So why stop short – with just one or two items? Use the full AGS line to really round-out your service . . . and increase your resale profits!

RuGLYDE®
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Industry recommended for lubricating of all rubber parts and fittings—clean and dress-up rubber—faster, safer Tubeless Tire servicing.

LOCK-EASE®
Graphited Lock Fluid
Protects all locks against freezing, sticking, rust and wear. Penetrates quickly, seals out moisture and dust from working parts. Use on every lube job—sell it, too!

DOOR-EASE®
Stick Lubricant
A clean lubricant for car door, trunk and hood fitting and other exposed parts . . . stops squeaks and binding. Excellent for home use, too. Will not stain.

DOOR-EASE®
Dripless Oil
Runs in . . . won't run out! Long-wearing . . . weather and rust-proof film for hard-to-get-at places. Dozens of resale uses.

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AMERICAN GREASE STICK CO.
MUSKEGON, MICHIGAN

2 Sales Builders That Really Build Sales

Service Stations, New Car Dealers, Washracks report amazing results when they use Hawaiian Vanda Orchid Corsages and Hawaiian Woodroses as giveaways to attract customers for special events, introduce new models, special days, anniversaries, openings, etc. They're the high-prestige low-cost idea that thrills women everywhere. Flown direct to you from glamorous Hawaii. Order 100 or thousands. Guaranteed Delivery.

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Women love the exotic Vanda Orchid. Arrives dewy fresh as the day picked, in easy-to-handle tray cartons. Keeps for days. Costs but a few cents each.

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This unusual rose is a real flower preserved by nature to last forever. Low in cost they are prized by women for their unusual beauty. Complete with colorful ribbon bow.

Write for price list and illustrated catalog Dept. ANA6

Flowers of Hawaii · H. C. Krueger
670 S. Lafayette Pk. Pl., Los Angeles 57, Cal.

Results of Annual Mobilgas Economy Runs, 1936-1956

(Continued from Page 106)

No Runs were held in 1942, 1943, 1944, 1945, 1946, 1947, 1948 and 1949.

1941 Grand Canyon Run

Price Division	Make of Car	Miles Per Gallon	Ton Miles Per Gallon
A	Willys Plainsman	29.06	48.624
	Willys Plainsman	28.40	47.319
	Willys	25.18	41.334
B	Ford	23.05	49.557
	Plymouth	21.71	43.417
C	Nash 600	25.81	48.651
	Studebaker Champion	24.61	45.003
D	Hudson 6 Deluxe	24.96	50.969
	Mercury	23.35	50.895
	Dodge	22.47	48.425
E	Studebaker Commander	24.36	52.975
	Nash Ambassador 6	23.16	51.512
	DeSoto	20.04	46.632
F	Studebaker President	22.53	51.988
	Nash Ambassador 8	21.18	48.579
	Chrysler Royal	19.71	44.060
G	Chrysler Windsor	20.14	44.988
H	Packard 120	19.78	46.846
	Hudson Commodore 8	20.18	45.906
I	Lincoln Zephyr	22.96	57.749
	Chrysler New Yorker	17.47	42.956
J	Lincoln Custom	21.03	57.827
	Chrysler Crown Imperial	16.46	46.265

SWEEPSTAKES WINNERS

1. Lincoln Custom .....57.827 Ton Miles Per Gallon
2. Lincoln Zephyr .....57.749 Ton Miles Per Gallon
3. Studebaker Commander .....52.975 Ton Miles Per Gallon

1940 Yosemite Run

Division (by Price F.O.B. Factory)	Make of Car	Miles Per Gallon	Ton Miles Per Gallon
A	Willys	30.05	48.124
	Willys	29.76	47.656
	Willys	29.47	47.655
B	Studebaker Champion	29.19	53.448
	Ford "85"	24.92	51.420
	Chevrolet	22.87	48.022
	Plymouth	22.54	45.164
C	Nash Lafayette	23.76	52.699
	Dodge	23.76	50.703
	Oldsmobile "60"	23.22	49.795
	Pontiac 6	22.05	47.055
D	Mercury	23.76	50.822
	DeSoto	23.10	49.941
E	Studebaker Commander	24.72	54.750
	Packard "110"	23.95	53.159
	Nash Ambassador 6	23.05	52.405
	Oldsmobile "70"	22.70	50.992
F	Studebaker President	23.40	54.573
	Pontiac Torpedo	21.28	49.327
	Chrysler Windsor	21.58	46.407
	Oldsmobile "90"	18.80	45.599
G	Nash Ambassador 8	21.43	51.655
	Packard "120"	21.58	50.896
	Chrysler New Yorker	18.35	45.149
H	Lincoln Zephyr	19.90	49.329
	Chrysler Saratoga	17.12	41.532
I	Packard "160"	19.04	47.660
	Chrysler Crown Imperial	17.12	46.574

SWEEPSTAKES WINNERS

1. Studebaker Commander 6 .....54.750 Ton Miles Per Gallon
2. Studebaker President 8 .....54.573 Ton Miles Per Gallon
3. Studebaker Champion 6 .....53.448 Ton Miles Per Gallon

1939 Yosemite Run

Price Class	Make of Car	Miles Per Gallon	Ton Miles Per Gallon
A	Overland	26.21	42.720
	Overland	26.88	43.398
	Overland	25.36	40.936
B	Plymouth	22.79	43.700
	Hudson 112	24.38	46.980
	Ford	24.57	48.649
	Chevrolet	23.30	46.628
C	Pontiac Quality 6	21.84	44.936
	Dodge Special	20.97	42.038
	Oldsmobile 60	21.40	43.763
D	Dodge Deluxe	23.47	48.114
	Nash Lafayette	21.25	47.388
E	Pontiac Deluxe	21.25	46.644
	Hudson 6	22.31	45.502
	Mercury	23.83	48.914
	Chrysler (no O. D.)	20.03	42.808
F	Chrysler (with O. D.)	23.47	50.426
	Nash Ambassador Six	19.91	45.483
	DeSoto	23.13	49.730
	Studebaker Commander	25.78	55.875
	Hupmobile 6	20.69	46.192
G	Oldsmobile 80	20.69	46.275
H	Studebaker President	22.96	52.914
	Nash Ambassador 8	19.06	46.222
	Hudson 8	20.42	44.847
	Packard 6	21.99	50.419
	Hupmobile 8	19.18	46.312
I	Packard 120	21.84	52.963
J	Lincoln Zephyr	19.66	47.490

SWEEPSTAKES WINNERS

1. Studebaker Commander 6 .....55.875 Ton Miles Per Gallon
2. Packard 120 8 .....52.963 Ton Miles Per Gallon
3. Studebaker President 8 .....52.914 Ton Miles Per Gallon

1938 Yosemite Run

Price Class	1938 Cars (All 4-Door)	Miles Per Gallon	Ton Miles Per Gallon
A	Willys 4	30.534	48.900
	Willys 4	29.392	47.175
	Willys 4	28.080	44.929
B	Ford 60 8	28.850	50.767
	Chevrolet 6	21.993	43.491
	Plymouth 6	21.250	40.460
C	Terraplane 6	25.779	50.461
	Nash Lafayette 6	22.305	48.837
	Pontiac 6	21.840	47.087
	Dodge 6	21.107	42.109
D	Pontiac 8	20.967	46.756
	DeSoto 6	20.691	42.871
E	Studebaker Commander 6	24.380	51.807
	Oldsmobile 6	19.177	41.595
F	Nash Ambassador 6	23.647	53.559
	Graham 6	24.764	52.982
	Hupmobile 6	21.840	48.070
	Packard 6	20.290	45.227
	Oldsmobile 8	19.061	43.315
G	Hudson 8	22.790	49.409
	Nash Ambassador 8	19.650	47.568
	Studebaker President 8	20.691	46.968
H	Graham Supercharger 6	25.779	55.927
	Hupmobile 8	20.556	49.272
I	Lincoln Zephyr 12	23.470	54.744
J	Packard 8	16.211	46.543

SWEEPSTAKES WINNERS

1. Graham Supercharger 6 .....55.927 Ton Miles Per Gallon
2. Lincoln Zephyr 12 .....54.744 Ton Miles Per Gallon
3. Nash Ambassador 6 .....53.559 Ton Miles Per Gallon

1937 Yosemite Run

Price Class	1937 Cars (All Sedans)	Miles Per Gallon	Ton Miles Per Gallon
A	Willys 4	28.16	49.2
	Willys 4	27.29	46.4
B	Master Chevrolet 6	19.45	41.8
	Plymouth 6	20.83	41.5
C	Terraplane 6	22.00	48.4
	Pontiac 6	21.60	47.5
	DeSoto 6	20.23	45.5
	Nash Lafayette 6	20.47	44.8
D	Graham 6	24.62	52.246
	Pontiac 8	18.33	41.3
	Oldsmobile 6	18.53	40.2
E	Graham 116 Supercharger 6	23.95	53.4
	Hudson 8	22.71	52.232
	Chrysler Royal 6	22.14	49.59
	Nash Ambassador 6	21.60	47.3
	Packard 6	19.89	44.5
	Oldsmobile 8	17.17	41.0
F	Nash Ambassador 8	20.35	49.6
	Chrysler Imperial 8	19.45	47.6
	Lincoln Zephyr 12	18.05	41.7
G	Packard 8	18.05	43.6
H	Cord 8	18.24	45.6
	Chrysler Airflow 8	15.64	43.6

SWEEPSTAKES WINNERS

1. Graham Supercharger 6 .....53.4 Ton Miles Per Gallon
2. Graham 6 .....52.246 Ton Miles Per Gallon
3. Hudson 8 .....52.232 Ton Miles Per Gallon

1936 Yosemite Run

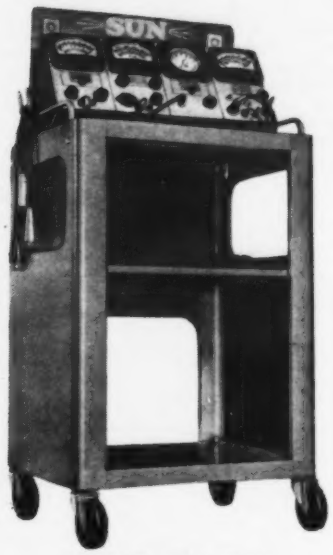
Price Class	Cars (All Sedans)	Miles Per Gallon	Ton Miles Per Gallon
1-A	Willys 4	33.21	49.48
	Willys 4	32.00	45.52
	Willys 4	25.88	33.77
2-A	Graham Crusader 6	25.33	47.61
	Plymouth 6	22.42	43.10
	Chevrolet 6	25.70	41.43
3-A	Pontiac 6	23.95	47.89
	Terraplane 6	23.95	45.37
4-A	Studebaker Dictator 6	24.28	50.98
	Nash 400 6	22.28	46.11
	Pontiac 8	22.00	45.10
	Oldsmobile 6	23.78	44.47
5-A	Graham Super Charged 6	26.67	55.47
	DeSoto Airstream 6	23.16	48.11
	Chrysler 6	20.95	46.62
	Hudson 8	22.85	46.40
	Auburn 6	23.62	46.07
	Hupmobile 6	22.42	45.96
	Nash Ambassador 6	19.55	45.61
	Oldsmobile 8	19.34	38.68
	Reo 6	15.30	31.99
6-A	Studebaker President 8	20.35	48.63
	DeSoto Airflow 6	21.60	48.26
	Hupmobile 8	19.34	45.84
	Chrysler 8	19.78	44.49
	Nash Ambassador 8	18.53	44.46
	Packard 120 8	20.00	44.40
	Auburn 8	20.00	42.40
7-A	Chrysler Airflow 8	18.33	53.35
	Lincoln Zephyr 12	17.69	38.91

SWEEPSTAKES WINNERS

1. Graham Supercharged Six .....55.47 Ton Miles Per Gallon
2. Chrysler Airflow 8 .....53.35 Ton Miles Per Gallon
3. Studebaker Dictator 6 .....50.98 Ton Miles Per Gallon

N.B.—American Automobile Association scores economy by Ton Miles Per Gallon, i.e., Weight of Car and Passengers in Tons Multiplied by Miles, Divided by Gallons of Gasoline Consumed. This Method is Designed to Determine the True Performance and Provide an Equitable Scale for All Automobiles Regardless of Size or Weight. No Coasting Allowed. Class Competition is Based Only on Price Brackets

Our Service Absorption Increased from 15% to 85%



SUN Tune-Up Tester

SUN Master Motor Tester

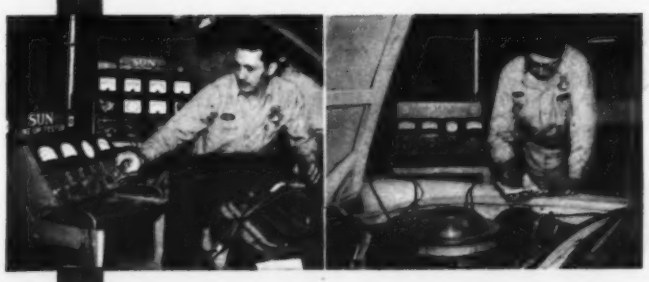
SUN Master Distributor Tester

Mark Gant, a veteran of 19 years in the Ford Sales and Service field and popular head of Mark Gant Motors in Park Ridge, Illinois, is "sold on Sun". Here's why:

"Our service absorption zoomed from a lowly 15% to an average high of 85%, thanks to a program of service selling backed up with Sun Test Equipment. Motor tune-ups make up 50% of our service business, and the Sun Tune-Up Tester has certainly been our answer to gaining greater tune-up volume, increased parts and service sales, and enthusiastic customer satisfaction. What's more, sales records prove that our satisfied service customers have become our best new and used car buyers."

Walter Timm, genial Service Manager of Mark Gant Motors, backs up the boss with:

"Like all of our Sun Test Equipment, the Sun Tune-Up Tester really 'pays its way'. Motor tune-up is a large volume operation in our shop, and we depend on the Sun Test Equipment to turn out a fast, accurate, no 'come-back' job every time. Because troubles are quickly located and parts and service are sold on the basis of proven need, we're convinced that our four Sun Tune-Up Testers return more profit-per-dollar-invested than any other equipment in the shop."



(*Left*) Checking nine important tune-up areas in ten minutes. (*Right*) Noting results of tests on a Thunderbird.

Follow Mark Gant's successful lead to greater SERVICE ABSORPTION with SUN Automotive Testing Equipment. More tune-up business means more parts sales, more customer labor, more satisfied, repeat customers.

SUN

SUN ELECTRIC CORPORATION, 6323 N. Avondale, Chicago 3, Illinois

. . . and now, on the road to greater SERVICE ABSORPTION, let your SUN representative show you how Sun Equipment can build more service sales for YOU.

Amid Rumblings in 1955 . . .

Auto Records Go Tumbling Down

(Continued from Page 7)

January

Sales enter 1955 in "high gear" . . . Auto shows promise to reach peak in promotion and cost during the year . . . The "Big Three" built 96 percent of 1954 auto production . . . Los Angeles police crack down on bait ads . . . Chrysler division announces a 40 percent expansion plan . . .

Last of the 1955 cars bow: Hudson, Kaiser, Nash, Packard and Willys . . . Studebaker rounds out its 1955 lines by adding a wrap-around windshield series . . . Edward F. Howrey, Federal Trade Commission chief, declares that General Motors Corp. is "too big" but he saw no solution to it . . . Colorado's dealer licensing law upset by a Federal court . . . William A. Keller resigned from Lincoln-Mercury to join Studebaker as general sales manager . . .

Divco's 1955 trucks unveiled with a new 113-horsepower engine . . . Willys cut prices on 1955 cars from $300 to $400 . . . The 1954 traffic accident rate of 36,500 called the lowest since 1950 . . . Dealer stocks increase by 100,000 cars in a month . . . GM dealers offered a factory "buy-back" option on surplus cars . . . P. A. Peterson elected president of Mack Truck, Inc. . . . Dealers in a survey condemn price-packing but don't quite know what to do about it.

Reports from Washington said that auto probes are imminent . . . Ray Miles, head of National Used Car Dealers Assn., predicted an end to the franchised auto dealer setup . . . Designer Raymond Loewy criticizes modern autos as "jukebox cars" . . . January car output highest in history for the month . . . Used-car sales perk up . . . Ernest R. Breech named chairman of the board of Ford Motor Co.

* * *

February

NADA, at its convention, warned factories to mend their ways or face compulsion of Federal legislation . . . Production stepped up to fastest clip since 1950 . . . The number of dealerships in the Chicago area dropped for the fourth year in a row . . . A Kentucky court held that dealers are liable in accidents caused by mechanical defects . . . Charlotte (N. C.) dealers launch a drive to regulate sales and advertising practices . . . Auto shows attendance sets records: Los Angeles, 160,000; Detroit, 282,552 . . .

N. Y. dealers express fear of auto "supermarkets" . . . Studebaker labor dispute settled . . . Used-car prices pick up on wholesale market . . . James J. Nance, president, Studebaker-Packard Corp., was named president of Automobile Manufacturers Assn. . . . Dodge and DeSoto offer field-installed air-conditioning . . . Nash displays 1955 models with new color styling . . . Chrysler 300 hardtop priced at $4,110.25 . . . A 70 percent increase in two-car families was predicted within five years . . . Mechanics report that 1955 models are easier to service than in the past . . .

Clark Equipment Co. announces Mobilvan system for trucks and railroads . . . Canada reports a business pickup early in 1955 . . . Eight legislatures reported considering bill to crack down on so-called factory abuses . . . Federal Reserve Board expresses concern over "crazy credit" terms . . . Frank Yarnall, in his first public speech as NADA president, assails the philosophy that inventory was bad and said "no-money-down" deals may reimpose Regulation W . . .

* * *

March

Hudson and Nash dealers indicate strong support of American Motors Corp.'s "Dealer Volume Investment Fund," a year-end bonus plan based on AMC output . . . GM reported a $806 million profit in 1954 . . . Senator Russell B. Long, Louisiana Democrat, attacks government regulation of the auto industry in a telephone hook-up from Washington to state dealers' convention in New Orleans . . . NADA launches young executives program . . . L. L. Colbert, Chrysler Corp. president, said that he could see no possibility of auto price cuts.

NADA reveals dealer average operating profit before taxes in 1954 was 0.6 percent . . . A Senate Commerce subcommittee was named to probe auto merchandising; Senator A. S. Mike Monroney, Oklahoma Democrat, was picked as chairman . . . In Los Angeles, 14 new and used-car dealers were requested to appear at the City Attorney's office for a scrutiny of their advertising . . . Consumer auto loans rise $63 million in month . . . Plymouth reports largest February sales and output in history . . . New weekly production record of 196,889 cars and trucks for week ending March 19 . . . 38 percent of dealers operated in the red during 1954, NADA declares . . . Clare E. Briggs leaves Studebaker-Packard to join Chrysler division; S-P promotes Dan O'Madigan jr., to Packard general sales manager . . .

Big Three's share of truck market reached 83 percent in 1954 . . . Federal Reserve Board announces that consumers plan to up spending on autos in 1955 . . . Seven of 10 polled say they do not expect an auto strike over the so-called Guaranteed Annual Wage . . . Studebaker again wins sweepstakes in the annual Mobilgas Economy Run, Los Angeles to Colorado Springs.

Chevrolet unveils 1955 trucks . . . Frank Yarnall, NADA president, assails "no money down" deals as a threat to an active used-car market . . . BBB says customer complaints against dealers are on the rise . . . Chrysler's two-month profit topped 1954's total . . . Indiana starts probe of factory franchises . . . Debate rages over tubeless tire and rim design.

* * *

April

Douglas McKay (Chevrolet-Cadillac), Secretary of Interior, tells Iowa dealers at their convention to have the courage to change "hock-shop" methods of doing business . . . Atlanta auto finance firm sees "wave of repossessions" . . . Canadian dealers pin price war on coming budget to "purge inventory" and escape loss in event of an excise tax cut . . . Ford lifts veil on gas turbine secrets at American Power Conference.

Chrysler output hits 20 percent of industry, despite GM and Ford records . . . Trade associations were warned of "price-fixing" by Edward Howrey, FTC chairman . . . Dodge's 1955 trucks debut with 22 new models . . . NADA sends quiz to dealers for information to prepare for Senate probe . . . Ernest R. Breech, Ford chairman, opposes NADA's stand on anti-bootlegging, territorial security and phantom freight legislation.

April sales pace hits approximately 22,000 per day . . . Ford realigns operations to broaden line to five cars by setting up a special products division, splitting Lincoln and Mercury into separate divisions.

* * *

May

American Motors allots $60 million to product development . . . High production mark of 216,404 cars and trucks set for week ending Apr. 30 . . . Dealers in 311 cities launch safety checks . . . First signs of peace emanate from UAW-Ford talks on GAW.

Dealer stocks soar past 750,000 . . . NADA conference tells concern for quality of credit . . . Dealers find options and colors a headache . . . Wisconsin legislature rejects a bill to make safety belts compulsory . . . President Eisenhower's transportation bill gets opposition as "being loaded for the railroads."

Report of 1954 scrappage reveals that 3,500,000 cars were junked in that year . . . "Bootlegging" reports indicate that it is drying up in six areas, flourishing in six . . . FTC reports that recent auto mergers spurred competition . . . Chevrolet and Ford drop in market penetration . . . Production stays high in May.

* * *

June

Dealers profit picture brightens as average rebounds to 3.10 percent for first quarter . . . Small town market buoys spring market, registrations show . . . Hearings of the Senate Judiciary antitrust and monopoly subcommittee resumed; auto chiefs get call.

Packard reports black is gaining in color popularity . . . Ford-UAW sign pact with modified GAW . . . Connecticut kills bill to ban dealers' sale of insurance . . . Industrial peace is key to record year, says Commerce Secretary Sinclair Weeks.

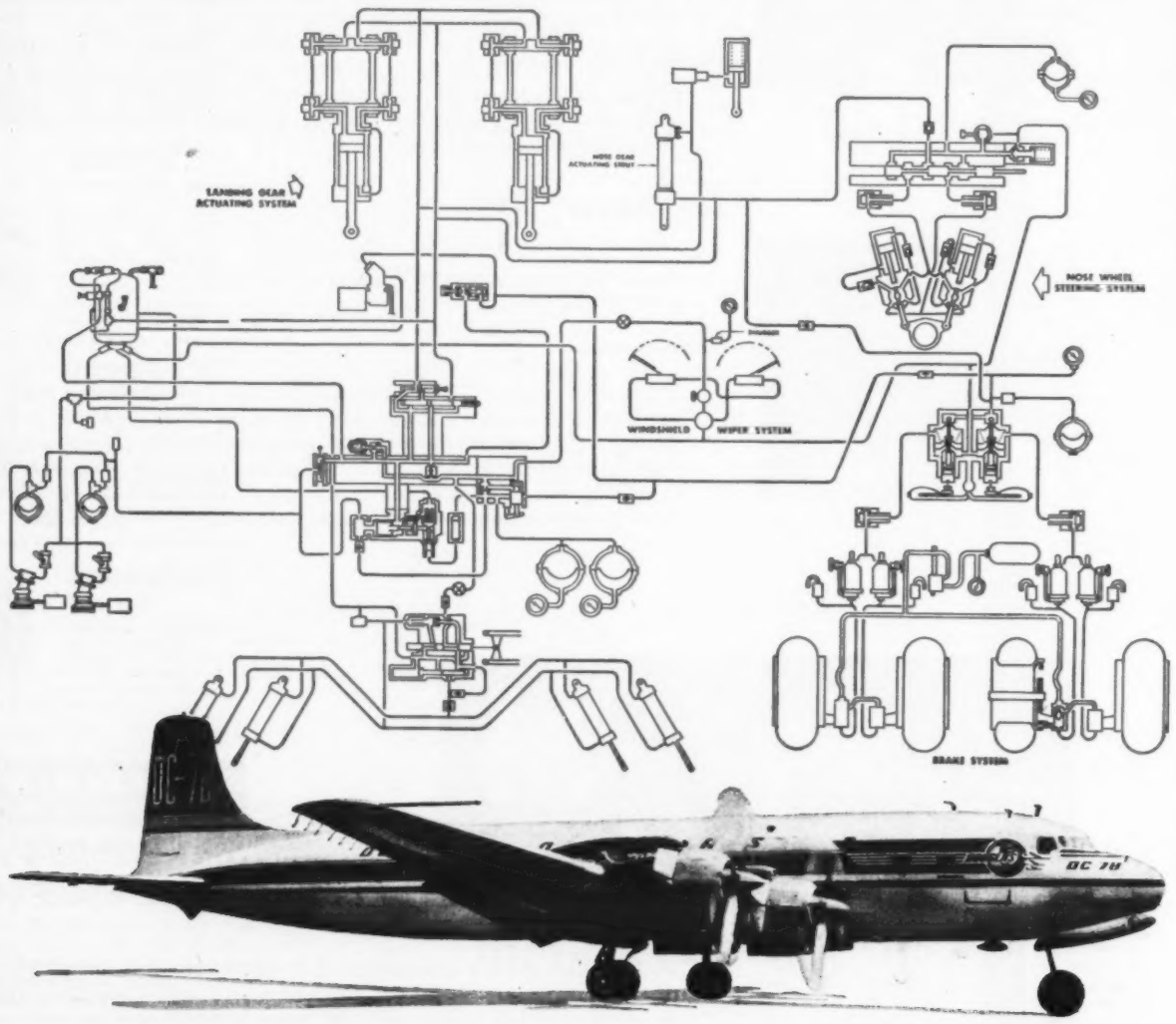
Four millionth car of 1955 rolls off line, June 20 . . . GM "reluctantly" signs GAW pact with UAW . . . NADA assails factory sales to governments and fleet owners at "prices lower than actual dealer costs" . . . NADA prods Congress on auto legislation.

* * *

July

Factories start bonus "stimulators" with incentives tied to peak sales . . . Push for

(Continued on Page 112)



Enjay Butyl rubber—
vital artery in newest airliners

Douglas chooses Enjay Butyl for rubber components of the hydraulic systems in many of its famous DC-7 airliners. These components, which help assure the dependable operation of everything from wing flaps to landing gear, are proving over millions of air miles their durability and resistance to wear.

Versatile Enjay Butyl rubber may well have a place in *your* operation. It will pay you to investigate the many technical advantages it has over other types of rubber. Its price and ready availability are advantages, too. For full information, and for technical assistance in the uses of Enjay Butyl, contact the Enjay Company today.

ENJAY BUTYL

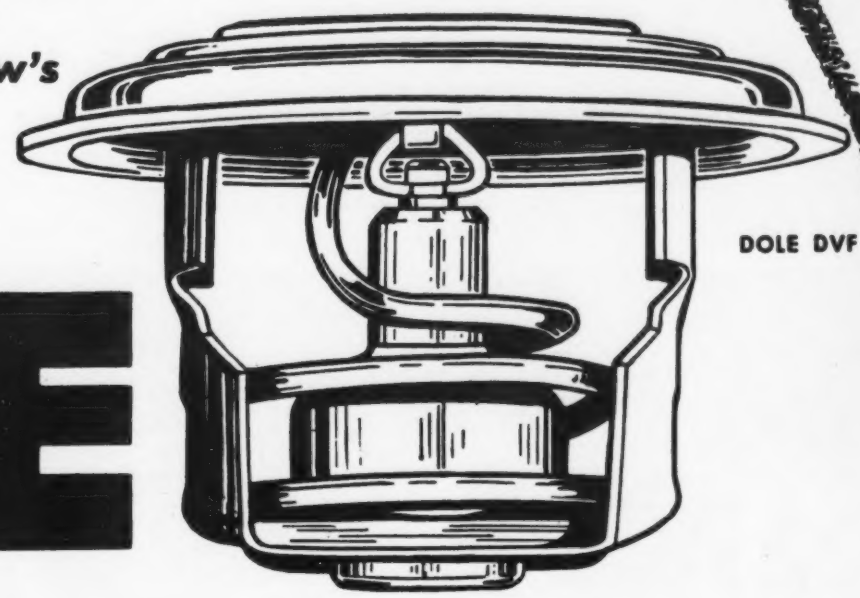
ENJAY *Pioneer in Petrochemicals*

ENJAY COMPANY, INC., 15 West 51st Street, New York 19, N. Y.
Other offices: Akron • Boston • Chicago • Los Angeles • Tulsa

Enjay Butyl is the super-durable rubber with *outstanding* resistance to aging • abrasion • tear • chipping • cracking • ozone and corona • chemicals • gases • heat • cold • sunlight • moisture.

Plus Performance

for temperature control of engines with pressurized cooling systems: for today's and tomorrow's cars and trucks



DOLE DVF

DOLE

"DV" Thermostats

DOLE DV THERMOSTATS used in leading makes—have proved their dependability and capacity to operate positively against the higher pump pressures in modern sealed cooling systems.

DOLE DV THERMOSTATS are also more efficient for the modern cars with open cooling systems.

In a word, DOLE DV THERMOSTATS help *all* cars of advanced design to give top performance—quick warm-up, savings of gasoline, oil and motor wear. Plus, of course, quick heat from the car heater.

Dole Thermostats are available in various sizes and models to meet all installation requirements.

DOLE DV 1

DOLE DV 2

DOLE DV 3

1906 Control with DOLE 1956 50th Anniversary

CONTROL WITH DOLE

THE DOLE VALVE COMPANY • 1901-1941 Carroll Avenue, Chicago 12, Illinois • Detroit • Los Angeles • Philadelphia

Amid Rumblings in 1955 . . .

Auto Records Go Tumbling Down

(Continued from Page 110)

volume is predicted to rule out any chance of second-half slump . . . 649,000 cars produced in June . . . James J. Nance, Studebaker-Packard president, tells Senate there is no monopoly in auto business . . . Democratic senators lash GM for refusal to testify.

NADA tells Congress that bootlegging is on the increase . . . Auto credit advances $500 million in month . . . Plymouth starts divisional fleet sales program . . . W. S. Richardson, Goodrich president, attacks $57 tire tax in road bill.

Action in Congress on NADA bills is delayed until 1956 . . . Four-millionth car of 1955 sold July 23 . . . Fleet sales competition rages . . . Ford follows Chrysler in offering seat safety belts . . . First new Ford rolls out of new Mahwah (N. J.) plant . . . Dealers see 1956 Lincolns . . . Chrysler opens new body plant.

* * *

August

Dealer mortality and low profits alarm senators . . . Dealer union contracts raise shop wages in various cities . . . GM profits soar to $661 million for first half . . . Factories express certainty that dealers would "cleanup" '55 models profitably . . . Dealer ads hint return of blitz tactics.

Car output drops; heat wave is blamed . . . Dealer mortality rises, profits decrease in Iowa . . . New York reports "collapse" in market . . . GM cancels 18 dealers in New York State . . . Chrysler Corp. scores gains in first half sales, gets 18 percent of market . . . Cleanup ads cite "crisis" theme . . . Dodge car and truck sales divisions "remarry" after being separated since October, 1953.

Changeovers cut production to lowest '55 level . . . Dealers suffer heavy losses in six eastern seaboard states as floods strike . . . Plymouth reveals plans to set up separate and exclusive dealerships . . . Rep. James Roosevelt, California Democrat, hints his small business subcommittee may probe auto industry.

* * *

September

Senate auto probe (Monroney) sends 40,000 questionnaires to dealers . . . Autumn sales go up . . . Production trails same week in 1954 for first time . . . National Standard Parts Assn. charges before the Senate antitrust hearing that Big Three automakers control parts prices and seek a monopoly.

NADA reports profits hold at 3 percent as dealers cut costs in first half . . . NADA steps up pace of membership drive . . . Pennsylvania Automotive Assn. attacks factory sales to government at prices less than are available to dealers . . .

New-car field stocks drop to 688,000 in cleanup sales spurt . . . Factories predict 1956 will be a good sales year . . . NADA fights false ads, asks factories to help . . . Ford and Mercury 1956 models enter dealer showrooms . . . Auto sales boom . . . Virginia dealers propose compulsory fees be paid by wholesaling dealers to halt bootlegging . . . GM expects 1956 sales to equal or better 1955s.

* * *

October

Chevrolet, Oldsmobile and Studebaker close down for model changeover as '55 production passes six million . . . Plymouth adopts "sneak preview" method of showing '56 models . . . Frank Yarnall, NADA president, flays "blitz advertising" as causing loss of public confidence . . . Chrysler slips, GM and Ford regain production shares . . . Buick, last to do so, begins changeover as last one of '55s rolls . . . Continental Mark II bows.

Frederick J. Bell, NADA executive vice-president, tells association managers "we are on threshold of great accomplishments;" predicts changes in sales contracts . . . Ford dedicates Louisville plant . . . Brisk cleanup cuts stocks by a quarter . . . DeSoto, Dodge, Chrysler and Imperial for '56 hit showrooms . . . Cadillac, Packard, Plymouth and Pontiac follow.

Pontiac launches GM price trend with $75-$95 hikes . . . Millionth truck of '55 produced . . . Car production begins to mount . . . Truckers pledge "fight for life" against threats to industry.

* * *

November

Buick adds four-door hardtops to all series . . . Chevrolet's 1956 models debut . . . Third-quarter new-car registrations reach 5,469,128 . . . Largest dealer strike hits 200 New York shops . . . 1956 Thunderbird arrives . . . Arkansas dealer-factory licensing act wins court approval . . . Survey reveals franchise cancellations are mounting . . . Cleanup squeezes profit, and new 1956 cars fail to halt "giveaways."

Chrysler nets $70 million in third quarter . . . Used-car stocks slide to low '55 point . . . Ford announces stock will be sold to public . . . GM fights Colorado licensing law . . . Production breaks 1950 record; seven millionth car produced Nov. 19 . . . Frank Yarnall, NADA president, seeks finance regulations in all states . . . NADA sets hearing on GM cancellation of J. E. Travis jr., St. Charles, Mo., a Buick dealer for 35 years.

Dealer profit heads downward to 2.60 percent for three-quarter period . . . Studebaker introduces 1956s . . . Traffic death tally begins as part of S-D (safe driving) Day, Dec. 1 . . . Finance conference urges model installment contract law.

* * *

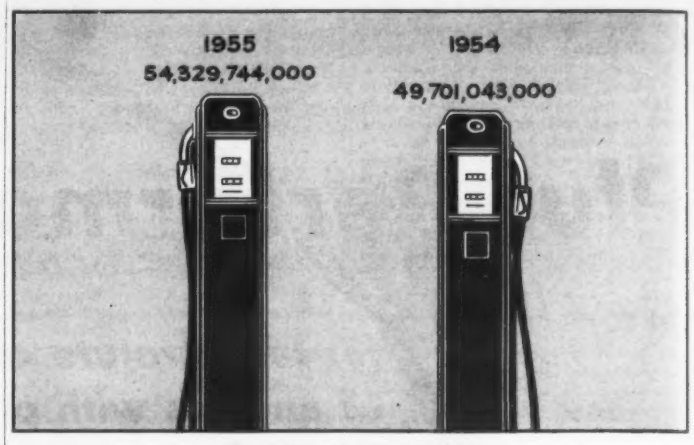
December

Sales slow, but reports say they are "picking up" . . . Dealers testifying at Senate inquiry into GM say fair contract is main goal . . . New Hudsons reach dealers . . . Production mounts to 180,127 cars for week ending Dec. 3 . . . 1955-model year output hits 7,136,496 . . . Ex-Justice Department official urges "divorce" of GM and GMAC.

GM extends dealer contracts to five years. Senator O'Mahoney asks "blueprint for reform" as basis of legislation . . . Car stocks soar to winter record of 709,000 . . . American Motors announces new eight-point plan for dealers; Frederick J. Bell, NADA executive vice-president, hails it as "best since Sloan's Quality Dealer program."

Harlow H. Curtice, GM president, invites NADA officials to Detroit parley . . . Senator Monroney says GM dealers are three to one for U. S. intervention in industry.

Independent dealers tell Senate hearing: "Build the cars and we'll sell them" . . . American Motors cuts loss to $6.9 million for fiscal year ending Sept. 30 . . . Ford dealers get chance to share in stock offer . . . Kaiser Motors reorganization plans are told.



Gasoline Consumption

There's more in this barrel than just a chemical

YOUR BIGGEST DOLLAR'S WORTH!

Excellence of product, excellence of service, and the experience, ingenuity and dedication of the organization make Parker surface treatments for metals the biggest dollar's worth in the field!

● The formulation is important in surface treatments for metals. Of equal importance, our customers tell us, are the extra services and qualities that are part of what you get with every barrel of a *Parker* surface treatment chemical.

There's over 40 years of *experience* in every Parker barrel . . . *engineering service* (without charge) to help fit the process into your plant . . . *fast availability* from plants located coast-to-coast . . . *experienced technical help* (Parker service men average over 12 years on the job) . . . continuing *research* which has pioneered developments in the field . . . *quality control, process lab* and *test facilities* which work to help customers improve their products.

For the finest metal surface treatments, plus all these advantages, call in the Parker man in your territory.

**Bonderite, Bonderlube, Parco, Parco Lubrite, Parker Pre-Namel – Reg. U.S. Pat. Off.*

PARKER RUST PROOF COMPANY
2164 E. MILWAUKEE, DETROIT 11, MICHIGAN

Since 1914 — leader in the field

BONDERITE corrosion resistant paint base | BONDERITE and BONDERLUBE aids in cold forming of metals | PARCO COMPOUND rust resistant | PARCO LUBRITE wear resistant for friction surfaces | TROPICAL heavy duty maintenance paints since 1883

Don't buy your next truck BLINDFOLDED!

It will take only a few minutes to get the facts you need—the *eye-opening* facts which mean you can be driving a *finer* truck at *lower* cost.

So, before you buy that next truck, take the time to check such all-important things as these:

Prices. Today Dodge prices are *lowest of all* on such popular models as the ½-ton panel, 1-ton express, 1½-ton and 2-ton stakes. Lowest of *all* trucks with automatic transmission, too!

Power. Dodge offers up to 220 horsepower in modern, short-stroke V-8 engines. High power-to-weight ratios mean top performance *and* economy.

Payloads. Dodge gives you highest payload capacities—up to 22% more in the ½-ton pick-up, 76% more in the 1-ton express. You can haul bigger, more profitable loads!

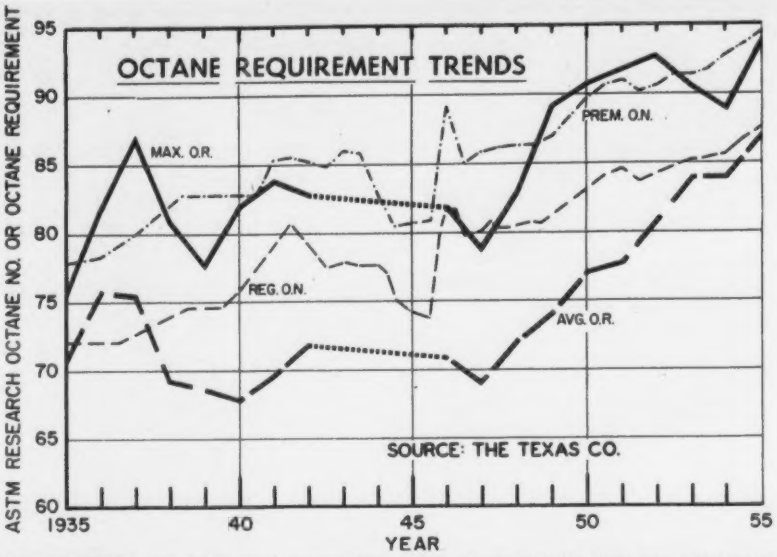
Comfort and driving ease. No other cabs are so big and roomy. No other wrap-around windshield is so wide, for extra safety. No other trucks have so short a turning radius, for easier handling and parking.

Don't buy your next truck blindfolded! See your Dodge dealer. Get *all* the facts before you make the mistake of paying *more* and getting *less*.

GET YOUR DODGE DEALER'S DEAL BEFORE YOU DECIDE

DODGE
Job Rated
TRUCKS
WITH THE *FORWARD* LOOK

V30354 8
SUP-APR30-56
XUM



Octane Requirement Trend—The rising trend in automobile octane requirement has kept pace with improvements in gasoline antiknock quality. This chart shows average and maximum engine octane requirement curves (solid lines) superimposed on a plot of octane trends for regular and premium fuels. Note that the octane requirement data are not industry-wide figures. The information is based on data for those cars tested at The Texas Co. Beacon Laboratories from 1935 to 1955. In selecting these cars, an effort is, of course, made to obtain a representative sampling that will give a valid picture of industry product averages and maximum octane demands. (Other charts, pages 116, 117, 118, 119, 120, 122.

The Horsepower Story

(Continued from Page 21)

the Ferrari 375 Mille Miglia. The tiny OSCA's engine develops only 125 horsepower, less than that of the Plymouth, but its performance potential is greater than that of the "300B." To get the equivalent power-weight ratio of this car, the "300B" would need a 352-hp engine. The Mercedes-Benz, which is both a potent sports machine and a comfortable passenger vehicle, has an engine whose output is substantially below that of the New Yorker. Yet this car rates much higher on the performance scale. The Ferrari has the same horsepower as the "300B" but almost twice as much performance potential because of its comparatively light weight.

So a large horsepower figure alone is not enough to establish an automobile as a good performer. The power must be commensurate with the weight it has to move and the extra work—other than driving the automobile forward—that it must do.

• • •

For Better Cruising-Speed Performance

THE performance of many cars today is good—at low speeds. On some, it is even possible to spin the rear wheels on dry pavement if the accelerator is depressed too exuberantly. But performance (or acceleration potential) drops off rapidly as the car gains speed. At 50 mph, for example, it is less than half as great as at 20, for an average car.

This interesting fact opens up a new vista in the study of performance. In the previous section, performance was talked about as though it were a static thing, a single value related to the single values of car weight and peak horsepower. This was to compare different cars in a simple way and show how some get better all-around performance because they have an advantage in power-to-weight ratio.

In actual practice, however, it is known that the performance of any one car varies with its own road speed, because of changes in horsepower output, rear-wheel thrust and the resisting forces which tend to slow down a moving car. Taken together, these changes gradually reduce the accelerating ability of the car as its speed over the road increases. Brisk getaway performance, then, can turn to relative sluggishness at higher speeds if the engine is unable to deliver enough power.

Here is a completely new scale for evaluating a car's performance. The terms of comparison are no longer "how does this car stack up against that one?" but, "how fast can this car go without losing its liveliness, its quick response to the accelerator?" Such a comparison will show graphically why more power for better cruising-speed performance is considered a worthwhile goal.

What causes the loss in performance with increasing car speed? There are two factors at work, and both are described here in terms of "thrust," rather than horsepower for reasons which will shortly become apparent:

(1) Ever-increasing air drag and friction sap accelerating thrust, and;

(2) Due to the physical characteristics of piston engines and transmission in combination, developed thrust falls off as speed rises.

Since the ability of any car to accelerate depends entirely upon how much thrust is available, these progressive losses are translated into reduced performance.

• • •

Resisting Forces Increase

THE first-mentioned losses are due simply to opposing forces acting on the car, which get progressively larger as car speed increases. The most important of these is air restistance, and the amount of thrust (furnished by the power plant) needed to overcome air resistance is proportional to the square of the speed, other things being equal. Thus the force required to overcome air resistance at 60 mph is four times that required at 30 mph. At 120 mph, it is 16 times as great.

Added to air resistance are frictional forces: The drag of tires and small losses in bearings. The sum of these friction and air-resistance losses is lumped into a retarding force called "road load," which increases rapidly as speed rises and absorbs thrust which could otherwise be used for accelerating. So even if constant thrust were available at all speeds, accelerating ability would drop off with increasing speed.

Driving Force Decreases, but constant thrust isn't available at all speeds. This is the second reason for the performance drop, and it is due to the basic physical characteristics of engines and transmissions. An examination of these characteristics—will reveal how developed thrust must, of necessity, fall off with speed in any car.

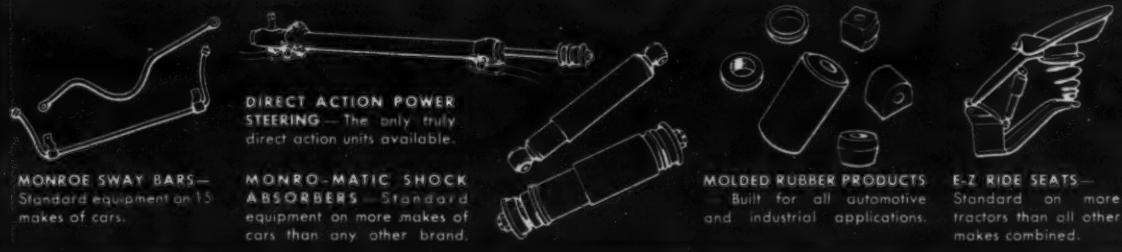
Figure 3 is a graph of engine characteristics: torque and horsepower. Torque is a measure of the greatest force which the engine alone can develop at any given speed. Transmitted to the rear wheels, this torque provides the thrust which propels and accelerates the car.

Transmission Turns Power Into Thrust—Since horsepower is the product of torque times speed, the transmission can "convert" a given amount of power—full power, for example—into either low car speed and high rear-wheel thrust, or high car speed and low rear-wheel thrust. Most transmissions do this with a system of gears. If the gearing is arranged to take high engine speed and reduce it to low propeller shaft speed, then engine torque is multiplied by the amount speed is reduced. Rear-wheel thrust is increased in the same proportion. But if the gearing is "straight through," and both propeller shaft speed and engine speed are the same, then only the relatively small engine torque passes through the transmission, and speed is the major component

(Continued on Page 116)

Safety
Comfort
Economy

The Greatest name in Ride Control



MONROE SWAY BARS—Standard equipment on 15 makes of cars.

DIRECT ACTION POWER STEERING—The only truly direct action units available.

MONRO-MATIC SHOCK ABSORBERS—Standard equipment on more makes of cars than any other brand.

MOLDED RUBBER PRODUCTS—Built for all automotive and industrial applications.

E-Z RIDE SEATS—Standard on more tractors than all other makes combined.

MONROE AUTO EQUIPMENT COMPANY

Monroe, Michigan—World's Largest Maker of Ride Control Products

First Choice

FOR AMERICA'S FINEST NEW CARS AND TRUCKS

U.S. ROYAL TIRES

Manufactured in Detroit by

UNITED STATES RUBBER COMPANY

Horsepower Story

(Continued from Page 114)

of the power being developed. Figure 4 shows how a three-speed transmission converts horsepower into rear-wheel thrust at various car speeds.

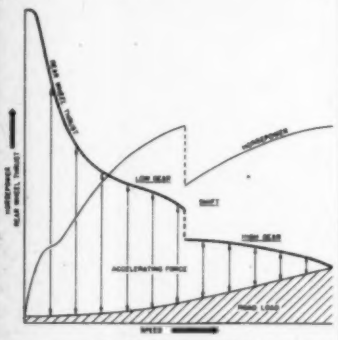
From here, the next logical step would be to an "ideal" transmission with an almost infinite number of gear ratios to keep the engine running at maximum-horsepower speed nearly all the time. Figure 5 shows the curves for such a combination.

Incidentally, the starting gear ratio with this transmission has to be limited because if it is "geared down" too much the wheels will spin. This happens when the driving thrust exceeds the grip of the wheels on the road surface. Under ideal conditions, the most thrust the wheels can exert against the pavement without spinning will be slightly greater than the amount of weight on the rear wheels, or about half the car's weight.

The curves of Figure 5 show that even though the engine runs almost continuously at full power throughout the speed range, thrust drops off steadily until it no longer exceeds the retarding force, or road load. No transmission can transform engine power into thrust better than this ideal one. It holds engine horsepower at a useful maximum throughout the speed range of the car, yet it cannot prevent the inevitable loss of acceleration as speed increases—first, because road load uses up some of the accelerating thrust, and, second, because the accelerating thrust itself cannot remain constant. It must become less as speed increases.

Many present-day automatic transmissions approach the ideal infinite-ratio transmission very closely. Figure 6 shows the full-throttle horsepower and thrust curves for a 1956 Chrysler New Yorker with PowerFlite automatic transmission.

So, despite the fact that today's automatic transmissions come very close to taking advantage of all the potential accelerating ability of the car's engine, highway-speed performance still lags behind low-speed performance. And it is



FULL-THROTTLE PERFORMANCE OF A 1956 CHRYSLER NEW YORKER, POWERFLITE TRANSMISSION

Figure 6

in the cruising-speed range that accelerating ability is important for passing slower traffic, getting back in line in the shortest time, and climbing hills with ease.

• • •

More Power Needed

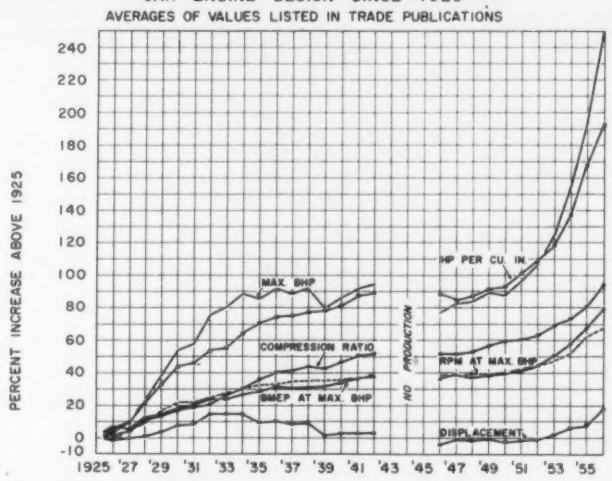
IF BETTER cruising speed performance is desired, the only way to get it, without making cars lighter, is to increase horsepower. But how much power does it take to improve performance? Could we build a car that would accelerate as well at 60 mph, as a current Chrysler New Yorker does at 25 mph? Let us assume that both the car we're building, and the 280-hp Chrysler New Yorker, are equipped with ideal automatic transmissions which limit thrust at speeds where full engine power would cause wheelspin, but permit the engines to develop full power as soon as thrust drops to a point where it no longer can cause the tires to lose their traction.

Let us also assume that the car we're building has an engine whose horsepower curve has the same shape as the 280-hp Chrysler engine, and that both the cars have the same weight. Power losses in the drive train are considered equal, but the larger engine is given a slight edge in efficiency.

Figure 7 shows the graphic results of the comparison. Even though ideal engine-transmission combinations have been chosen for maximum performance, the accelerating thrust at 60 mph is less than at 25, because although total thrust is the same, the retarding road load force has taken a larger share, leaving less for acceleration. The top speed of our more

(Continued on Page 117)

CAR ENGINE DESIGN SINCE 1925
AVERAGES OF VALUES LISTED IN TRADE PUBLICATIONS

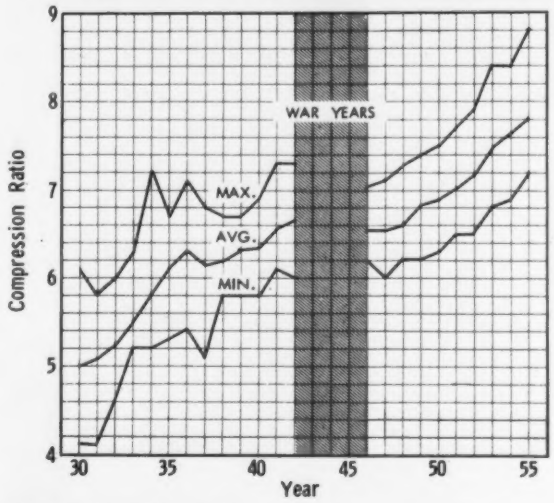


Engine Design Trends—

A summary of the upward trend in key engine specifications is given in this chart. The base-line data for computing percentage increases since 1925 are: 59 horsepower; 0.23 hp. per cubic inch displacement; 2627 rpm. at maximum rated hp.; 70.5 pounds per square inch brake mean effective pressure; 252 cubic inches displacement and 4.4 to 1 compression ratio.

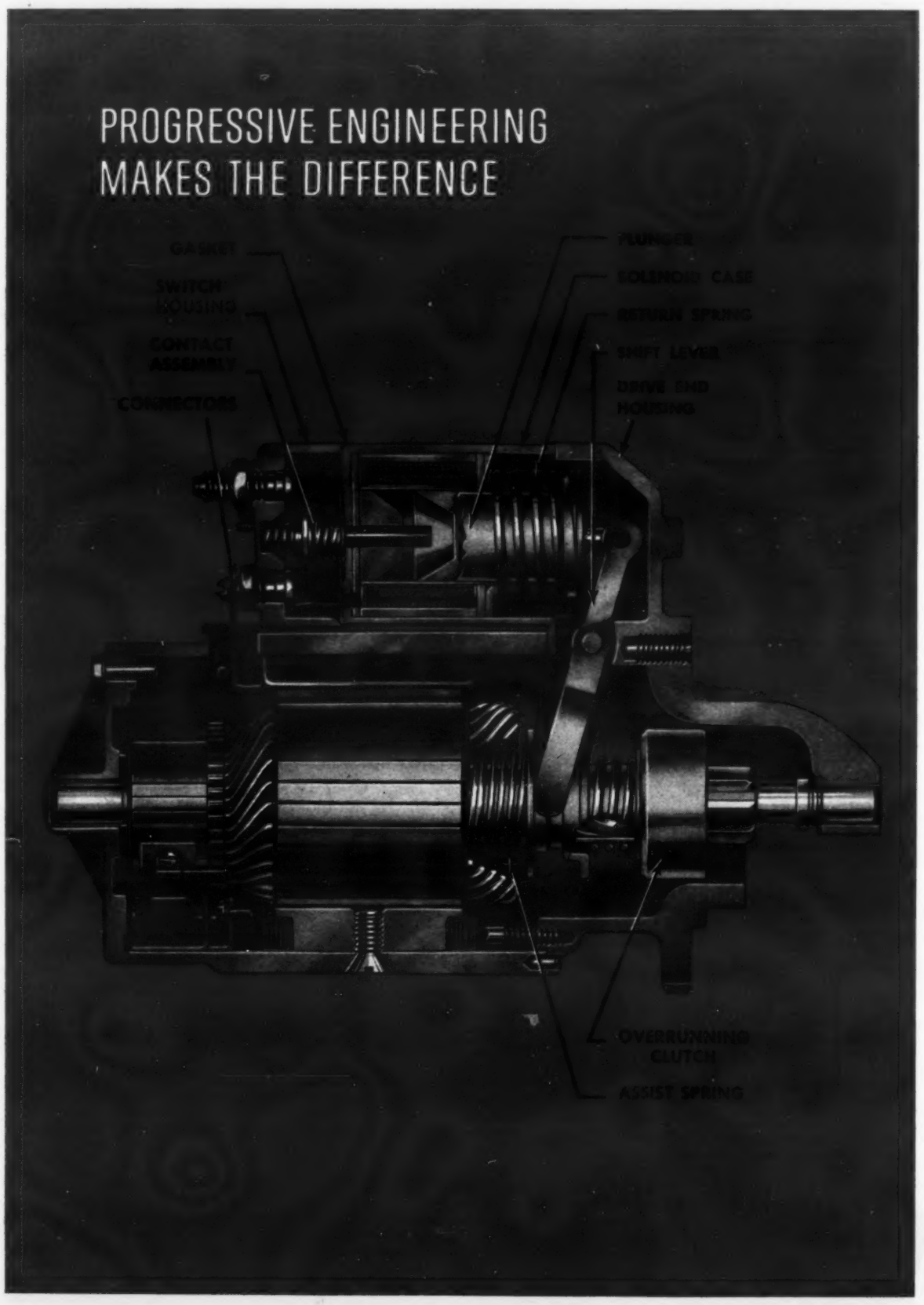
Source: Ethyl Corp.

Engine Compression Ratio

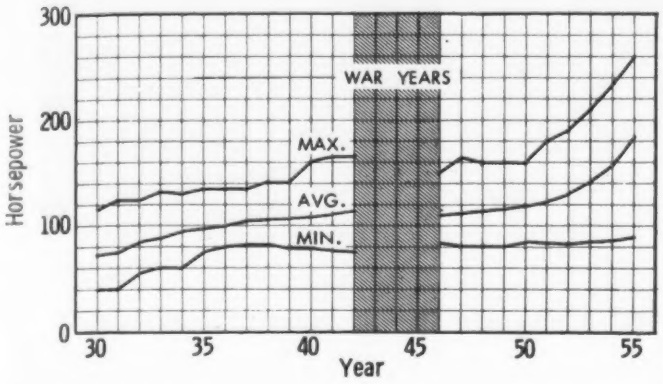


Compression Ratio Trend—

Higher power and improved economy have been made possible, to a large extent, by the increase of compression ratio of cars over the years. The average compression ratio increased from 5:1 in 1930 to 7.8:1 in 1955. Source: GM Research Laboratories.



Engine Rated Horsepower

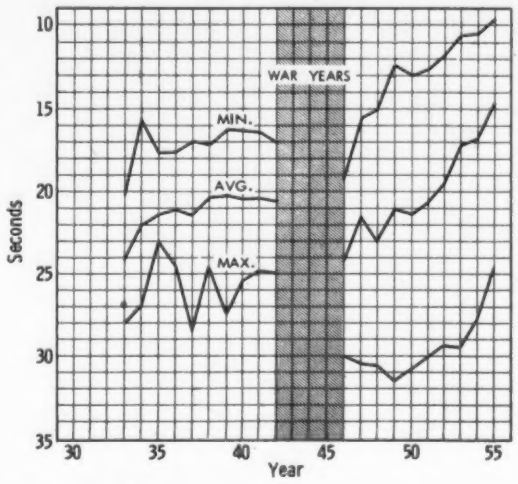


Horsepower Trend—

The trend in rated horsepower has been up sharply over the observed 25-year period. From a little less than 75 in 1930, average rated horsepower had increased to 160 in 1955. Also note that the spread between the lowest and highest powered car is much greater today than it was in 1930.

Source: GM Reseacrh Laboratories

Acceleration Trend, 10 to 60 MPH



Performance Trend—

The curves shown above indicate performance trends, as measured by the time to accelerate from 10 to 60 miles per hour. There is a wide spread in passenger-car performance, because some models emphasize performance, while others feature economy. Source: GM Research Laboratories.

Horsepower Story

(Continued from Page 116)

powerful car is increased 33 percent over the 1956 New Yorker, but the size of engine has gone up by 136 percent. The engine must develop 660 horsepower, over twice that of the present Chrysler New Yorker.

The above example represents an extreme case, to be sure, but it shows how much power is needed to make real improvements in the performance of large automobiles. A more realistic example shows how the passing-speed performance of the Chrysler New Yorker has been improved by increasing the horsepower from 180 to 280. (See Figure 8.) The cross-hatched area represents the extra thrust, or accelerating force. See how much benefit occurs in the cruising range, where passing ability is needed most.

• • •

More Power, Extra Benefits

IT HAS been shown that horsepower improves performance, but there are other benefits, too, which are the product of more powerful, more efficient engines. These features are rarely associated with higher-horsepower engines, but they are things which most people consider very important in an automobile. They are economy, durability, and comfort.

Economy—It is natural, as the result of early experiences with automobiles, to associate a powerful engine with poor

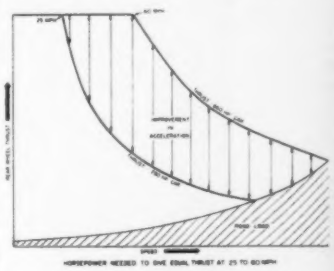


Figure 7

fuel economy. This may have been a valid assumption back in the days when more power simply meant more cubic inches of displacement. For example, the Chrysler Imperial 8 of 1932 used an engine of 385 cubic inches displacement to obtain its 125 horsepower. But progress in engine design has made it possible to build engines of vastly greater power which are more economical than those of yesteryear. The FirePower engine in today's Chrysler is rated at 280 hp, more than twice that of the 1932 engine, yet its displacement is actually less. And though the car it pushes is large and has many power-consuming accessories which tend to reduce gasoline mileage, this engine delivers more miles per gallon of gasoline than its less efficient predecessor. Figure 9 shows the upward course of passenger car fuel economy over the years.

The excellent fuel economy of modern V-8 engines is a result of their design. Thermal efficiency, the ratio of work output to the useful heat content of the fuel, is high. Greater thermal efficiency comes from higher compression ratios and better combustion-chamber design. The compact combustion chambers of present V-8's have relatively little surface area from which heat can escape to the engine's cooling water. Spark plugs are located so that flame travel is reduced, thus cutting the time needed to burn the fuel. Rapid burning of the fuel contributes to lower fuel consumption by helping reduce the engine's tendency to knock, per-

(Continued on Page 118)

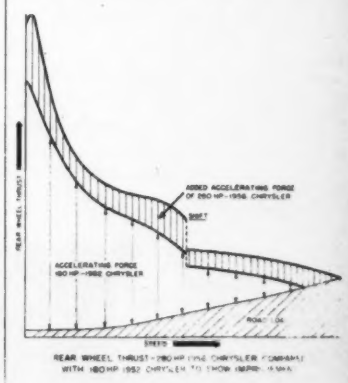


Figure 8

DELCO-REMY PRESENTS

A NEW TREND-SETTING ENCLOSED SHIFT LEVER CRANKING MOTOR

Delco-Remy's newly developed Enclosed Shift Lever cranking motor provides effective shielding from road splash, ice and dirt—assures greater starting dependability in all weather—requires no periodic lubrication.

The unique drive end housing completely encloses the entire shift mechanism, including solenoid plunger, lever, lever shaft, and overrunning clutch drive. Specially designed, the new built-in solenoid has a seamless drawn steel case, an improved gasket between case and switch housing, a longer bearing surface for the plunger, and an improved contact assembly with molded insulator actuating rod. The solenoid case is flange mounted tightly to the protective drive end housing, and the switch is electrically connected directly to the motor by extensions of the field coils which pass through an elastic grommet in the frame.

A special compressed assist spring on the armature shaft aids the solenoid during initial movement to provide more positive shift action on engagement. A strong, smooth-acting, compression-type shift lever return spring—located inside the solenoid case—assures quick, unhesitating disengagement from the flywheel.

The new, more compact, smaller diameter overrunning clutch saves vital mounting space—reduces interference problems—makes possible a shorter overall motor length.

This revolutionary new cranking motor—introduced on General Motors cars for '56—is another example of Delco-Remy leadership "Wherever Wheels Turn or Propellers Spin."

DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA

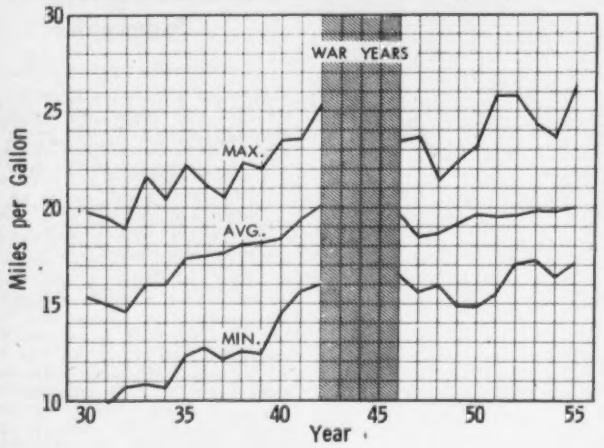
GM GENERAL MOTORS

GENERAL MOTORS LEADS THE WAY—STARTING WITH

Delco-Remy

ELECTRICAL SYSTEMS

Fuel Economy Trend, 40 MPH

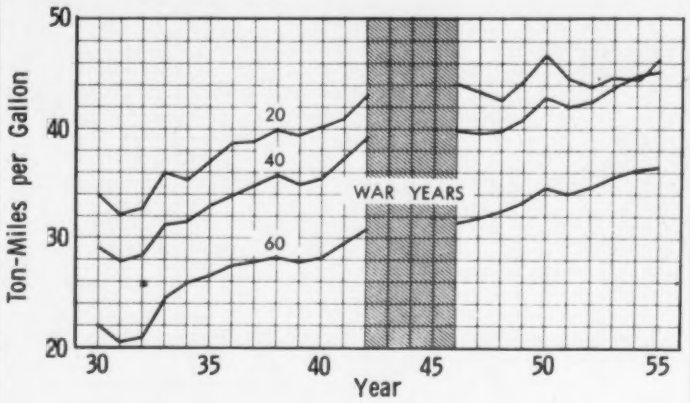


Constant-Speed Economy Trend—

Contrary to popular opinion, higher horsepower and increased performance have not been achieved over the years at a sacrifice in economy. Evidence is given here of level road constant speed economy in miles per gallon at 40 miles per hour. While the spread between the highest and lowest economy cars is great, the trend in all cases is to higher economy over the 25-year period. For all cars studied, the average economy increased from about 15 mpg in 1930 to 20 mpg in 1955.

Source: GM Reseacrh Laboratories

'Efficiency' at 20, 40, 60 MPH



Automobile 'Efficiency' Trend—

From an overall vehicle efficiency standpoint, it is interesting to note the trend in ton miles per gallon at 20, 40 and 60 miles per hour. At 40 m.p.h. cruising speed, ton miles per gallon has increased from 29 in 1930 to 45 in 1955. This represents a gain of 50 percent in the ability to move a ton a mile with a given quantity of fuel.

Source: GM Reseacrh Laboratories

Recognition and understanding of the interdependence of fuels, engines, lubricants and antiknock compounds have been the keynote of Ethyl research for the past thirty-three years.

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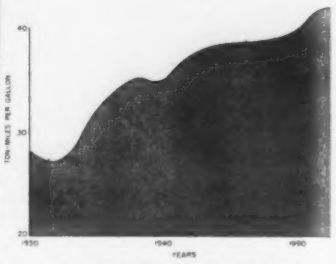
RESEARCH LABORATORIES
1600 WEST EIGHT MILE ROAD • FERNDALE 20, DETROIT, MICHIGAN

ETHYL ANTIKNOCK COMPOUND — ETHYL CORPORATION

Horsepower Story



TREND IN FUEL ECONOMY AT 40 MILES PER HOUR—AVERAGE OF ALL AMERICAN CARS 1930–1952

Figure 9

* * *

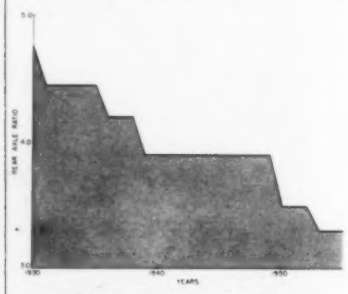
(Continued from Page 117)

mitting use of higher compression ratios which give greater efficiency.

An additional boost to gasoline mileage is provided by the use of lower rear axle ratios (see Figure 10) which permit engines to run slower at cruising speeds. This has the same effect on economy as an overdrive, except that a powerful engine makes up for the loss in performance usually experienced in an overdrive gear.

It must be borne in mind, of course, that performance and economy are difficult to resolve. While today's cars are economical when driven carefully, jackrabbit starts and "showoff" acceleration can indeed turn them into very thirsty vehicles because of their abundance of power.

Long Engine Life—Lower axle ratios, which reduce engine revolutions per mile, also contribute to longer engine life. So does the fact that a powerful engine delivers only a small fraction of it rated output at normal cruising speeds. A Chrysler New Yorker at 60 mph, for example, uses less than 20 percent of its 280 horsepower



TRENDS IN AXLE RATIOS, 1930–1955, CHRYSLER CARS

Figure 10

to maintain that speed. The engine is not working hard; cylinder pressures and bearing loads are low. The result is that under normal cruising conditions, engine wear is reduced.

There are other aspects of modern engine design, too, not related to horsepower but nevertheless important in lengthening engine life. Better oil filters and air cleaners keep the inside of the engine cleaner. Better materials in valves, piston rings and bearings also help. But the fact that a powerful engine loafs at speeds which would tax smaller engines is the most important.

Comfort—Two of the outstanding attributes of a luxury car are its quietness and comfort. These come, among other things, from bigger, softer tires, roomy, well-upholstered seats, a thoroughly insulated body and a well-designed suspension. They are also gained by using more powerful engines.

Once again, rear-axle ratio plays a part. Since the engine is allowed to turn more slowly, and since it is not working as hard, it is quieter. Only a powerful engine can give the combination of comfort and performance found in today's cars. And even more powerful engines can improve the car of tomorrow.

* * *

Oldsmobile V-8 Engine Growth

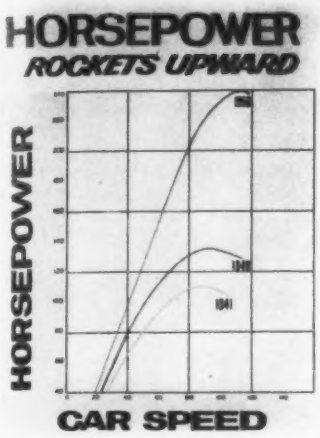
DISCUSSION of "The Horsepower Story" in this year's Almanac tells the major reasons for the industry-wide trend toward rapidly rising engine outputs and the advantages of added power and performance to the car owner.

To illustrate a specific "case history" application of these general principles, Almanac editors have selected a number of charts that tell a graphic story of the seven-year growth for a typical modern V-8—the Oldsmobile engine.

Since its introduction in 1949, the Oldsmobile V-8 engine rating

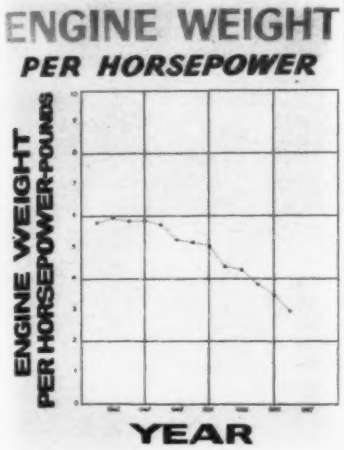
(Continued on Page 119)

Oldsmobile V-8 Engine Growth



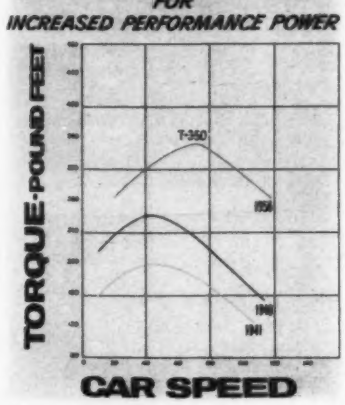
HorsePower Rise—

For the Oldsmobile V-8, horsepower rating has risen from 135 in 1949 to 240 in 1956. The earlier L-head design was rated at 110 h.p.



Fewer Lbs. per H.P.—

Since horsepower and torque of the Oldsmobile engine have been raised with little weight increase, the engine weight per horsepower has been drastically reduced, as shown on the above chart.



Torque Vs. M.P.H.—

This Oldsmobile plot of torque versus car speed shows the important role played by engine torque as a factor in vehicle performance.

* * *

(Continued from Page 118)

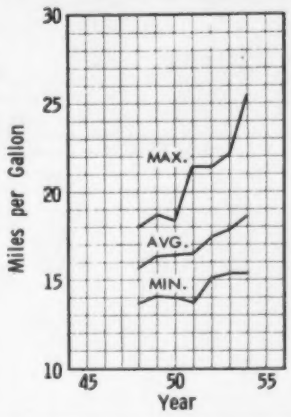
has been raised 105 horespower, an increase from 135 hp in 1949 to 240 hp in 1956. Outwardly, the engine looks somewhat the same as it did before it started the seven-year growth program.

Inwardly, the same design still is used for such important parts as bearings, rods, crankshaft and block. But compression ratio has advanced from 7.25:1 to 9.25:1, and design changes were made in such components as valves, valve train, pistons, rings, carburetor, manifolding, camshaft and spark plugs as displacement was increased to its present level of 324.3 cubic inches.

As a basis for comparison, the 1941 data for Oldsmobile's previous L-head, straight-eight engine are plotted on the accompanying graphs of horsepower, torque, and engine weight.

* * *

Highway Fuel Economy Increases

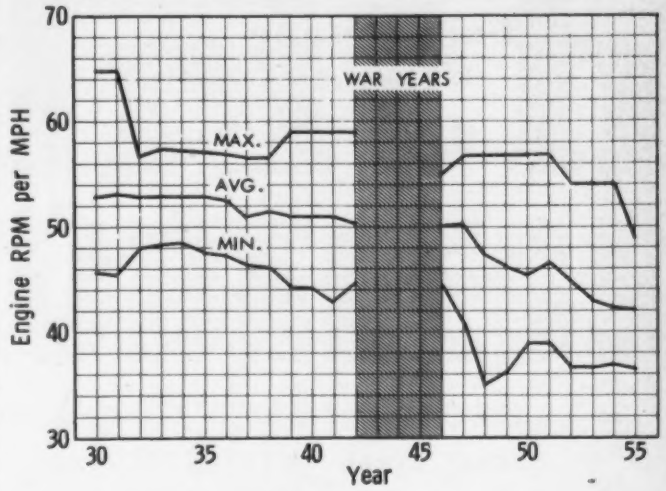


Refuting what is called a general misconception that miles per gallon in highway service has declined with the rise of horsepower and performance, these GM data show an upward trend. A substantial increase in over-the-road fuel economy is shown in these curves. Data are for actual highway trips of over 300 miles representing both city and country driving.

A large number of makes and models were run on a selected schedule each year from 1948 to 1954 to obtain the average, maximum and minimum points. It was asserted that the curves represent a true picture of tank mileage to be expected by the average car owner. Average highway mileage thus is seen to have increased from 15 mpg in 1948 to 18.6 in 1954.

Source: GM Reseacrh Laboratories

Engine Speed/Car Speed Ratio



Engine Speed-Car Speed Ratio—

N/V (engine revolutions per minute per mile per hour) has decreased on the average from about 53 in 1930 to 42 in 1955. The N/V relationship is important to engineers, because the lower it is, in general, the better the overall efficiency of car engines.

Source: GM Reseacrh Laboratories

'56 Transmissions

ALTHOUGH all current production passenger car automatic transmissions use a torque converter or fluid couplings, design details of the fluid elements and gearing arrangements vary widely from make to make.

The following concise descriptions, taken from Ethyl Corp.'s "1956 Brief Passenger Car Data" booklet, offer a quick

(Continued on Page 120)

GM's Revolutionary Gas Turbine Car Features HARRISON Air-Conditioning!

New highway horizons . . . and Harrison handles the cooling!
The comfort and convenience featured in the advance design of GM's new experimental Firebird II, is backed by a wealth of creative planning and years of progressive engineering and research. It's only natural that Harrison, with over 45 years of automotive heat transfer experience, should be called on to solve the problem of air-conditioning this out-ahead dream car. Manufacturers know they can depend on Harrison to come up with the answers to *tomorrow's* problems. And they can rely on Harrison for top advances *today*. For example, new low-cost, "out-in-front" Harrison air conditioning is tailor-made for today's Buick, Oldsmobile, Pontiac and Chevrolet.
If you have a cooling problem, look to Harrison for the answer.

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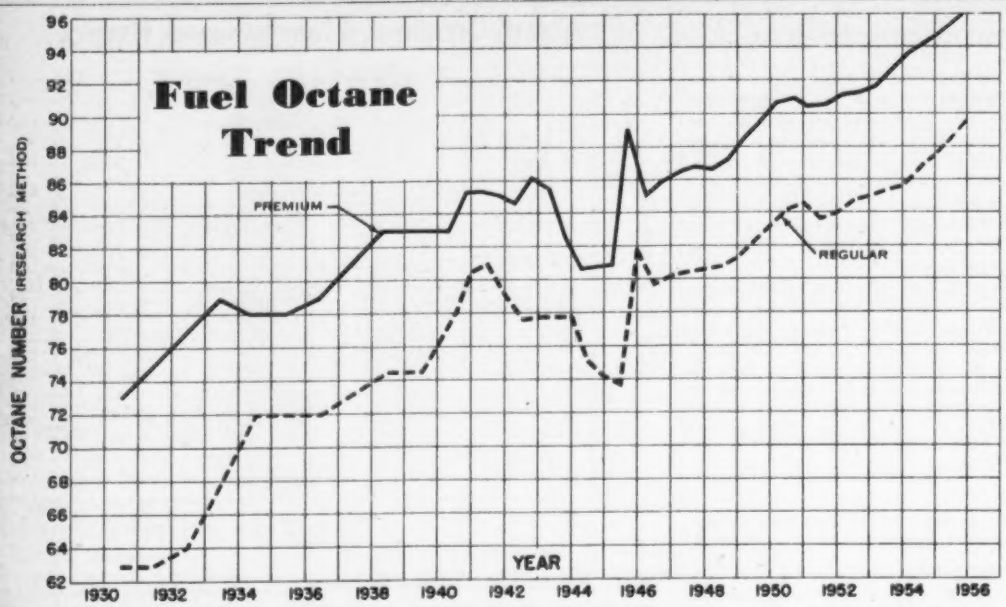

Octane Trend—Antiknock rating of regular grade gasoline has risen from 63 octane in 1930 to 89.5 in 1956. In the same 26-year period, premium gasoline average octane number jumped from 72 to 96.5.

Source: Ethyl Corp.

Transmissions for 1956

(Continued from Page 119)

reference to the similarities and differences among the various units:

Dynaflow (Buick)—The Dynaflow transmission consists of a five-element torque converter and a multiple pinion planetary gearset providing low and reverse ratios. The two turbine elements of the converter are interconnected through a planetary gearset of 1.6:1 ratio. The stator vanes are pivoted in the vane carrier and their pitch is controlled by a hydraulic piston in response to accelerator position. The maximum torque multiplication of the converter is 3.5 in the high stator pitch and 3.1 in the low pitch position. No additional gearing, other than the internal gearing between the turbines, is used for normal forward driving. The drive is always through the converter. Low range 1.82:1 gear ratio can be manually engaged at any throttle position for extra pulling power and engine braking.

Flightomatic (Studebaker Corp.)—This transmission is composed of a three-element torque converter and a multiple pinion compound planetary gearset to produce three forward speeds and reverse. The drive is always through the converter which has a maximum torque multiplication of 2.15:1. Normal drive starts through the torque conveter and low gear ratio (2.40:1), shifts to torque converter plus intermediate ratio (1.47:1) and then shifts to converter only. The shifts are automatic and vary with car speed and accelerator position. The transmission can be manually locked in low range for added pulling power and engine braking.

Fordomatic, Merc-O-Matic and Turbo-Drive (Ford, Mercury, Lincoln and Continental)—This transmission is composed of a three-element torque converter and a multiple pinion planetary gear system to produce three forward speeds and reverse. The drive is always through the converter which has a maximum torque multiplication of 2.1:1. Normal drive starts through the torque converter and intermediate gear ratio (1.47:1) and automatically shifts to converter only, depending on throttle opening and car speed. Low gear (2.40:1 gear ratio) can be engaged for added acceleration from a standstill or from low vehicle speeds by depressing the accelerator to the floor. The transmission may be manually locked in low range for added pulling power or engine braking.

Hydra-Matic (Detroit Transmission Division GMC)—Available on Hudson, Nash, Oldsmobile and Pontiac. This transmission consists of a fluid coupling with three planetary gearsets providing four forward speeds and reverse. The shifts are automatic and vary with car speed and accelerator position. Ratios are as follows: First, 3.82:1; second, 2.63:1; third, 1.45:1; fourth, 1:1, for all cars except Pontiac. Pontiac ratios are as follows: First, 4.08:1; second, 2.63:1; third, 1.55:1; fourth, 1:1.

Controlled Coupling, Jetaway and Strato-Flight Hydramatic — Available on Cadillac, Oldsmobile and Pontiac. This transmission consists of two fluid couplings

(Continued on Page 122)

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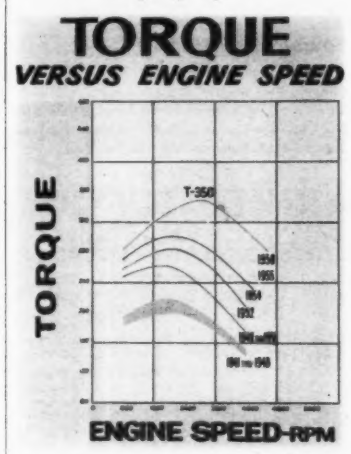
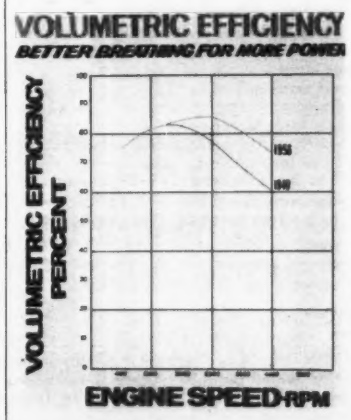


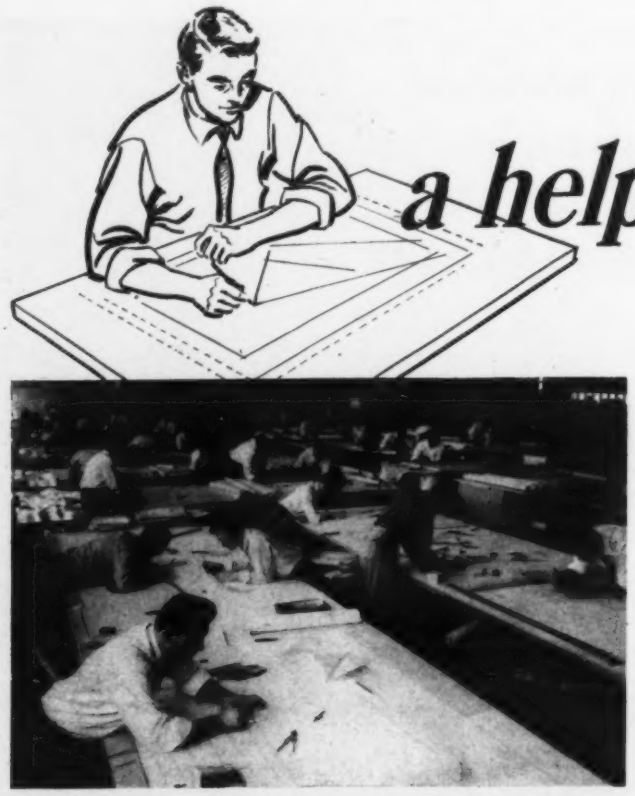
Torque Increase—

Torque output growth of the Oldsmobile V-8 during its seven-year development period as a production engine is graphically shown on this family of curves. Note the lower level of the band which plots torque for the previous L-head, straight-eight during the years 1941 to 1948.



Easy Breathing—

Improved "breathing capacity" — the engine's ability to inhale larger quantities of air—is one of the most important factors in increasing torque and horsepower output of the Oldsmobile V-8 over a seven-year period.



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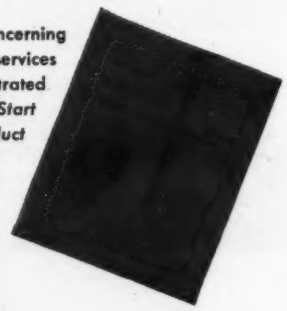
For more information concerning our complete creative services send today for our illustrated brochure entitled: *"From Start To Finish, The Story of Product Development."*



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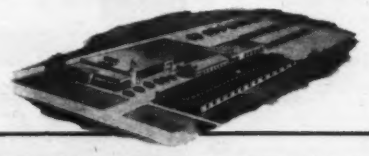

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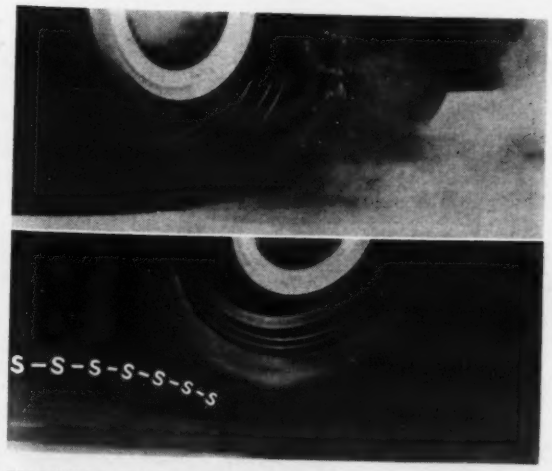
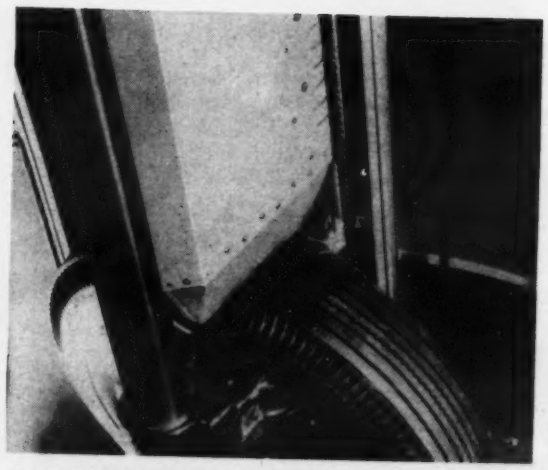
SEALS PUNCTURES *PERMANENTLY.* Most tubeless tires do not. But the B. F. Goodrich LIFE-SAVER has a patented layer of sealant which grips puncturing objects, seals the hole *permanently* when object is removed.

LIFE-SAVER STOPS YOU QUICKER ON WET, SLIPPERY ROADS. In demonstration above, two cars race toward glass barriers. On signal, both drivers slam brakes. Car with regular tires crashes through the glass. Car with B. F. Goodrich LIFE-SAVERS stops safely. Reason: the unique LIFE-SAVER tread has thousands of grip-blocks that *flex, wipe away* water, *hold* on the dried path. Photo taken under glass (below) shows how grip-blocks flex to grip on wet surface, stop you quicker.



CHANGES BLOWOUTS TO SAFE S-S-SLOWOUTS. If LIFE-SAVER suffers a damaging bruise-break, a patented inner liner slows air loss by permitting only pinhole leaks. Instead of a blowout (top) you get a s-s-slowout (bottom).



HAS TREMENDOUS BRUISE RESISTANCE. Hundreds of three-story high "guillotine" blows fail to damage LIFE-SAVER. Like all BFG Tubeless Tires, it's built with tough "rythmic-flexing" cords to withstand shock.

TO HELP YOU merchandise premium tubeless tires more easily and profitably, you need answers to these questions frequently asked by car dealers:

1) What's the difference between tubeless tires... if any? There is a difference, just as cars differ by make and model.

By make, B. F. Goodrich Tubeless Tires have the edge of experience. B. F. Goodrich invented, developed and patented the Tubeless Tire. It has over eight years of use and proof. The bugs are out.

By "model", there are differences in the BFG family of Tubeless Tires. Today's new-car Tubeless—the BFG Safety-liner—has better skid resistance, new blowout protection, making it safer than any previous original equipment tire. The LIFE-SAVER adds permanent puncture sealing, other safety features. It's the optional equipment Tubeless that has the highest volume and profit potential for car dealers.

2) Can I sell premium tubeless change-overs at a profit? Yes—on the same basis that you sell other equipment that provides extra safety or comfort—power brakes, power steering, tinted windows, seat belts. In fact the opportunity is better now. Change-overs used to be sold on the basis of the added beauty of whitewalls. Now car buyers seek *extra safety* like that offered by the BFG LIFE-SAVER.

BFG LIFE-SAVER NYLON OR RAYON

The B. F. Goodrich NYLON-*PLUS* LIFE-SAVER is the leader of the BFG Tubeless line—distinguished in design, unsurpassed in performance. The white sidewalls are completely free of lettering or emblems. Result: a clear, smooth sidewall that stays gleaming white and is easy to clean. The extra strength of Nylon virtually eliminates the main cause of blowouts—bruise-breaks in the cord body.

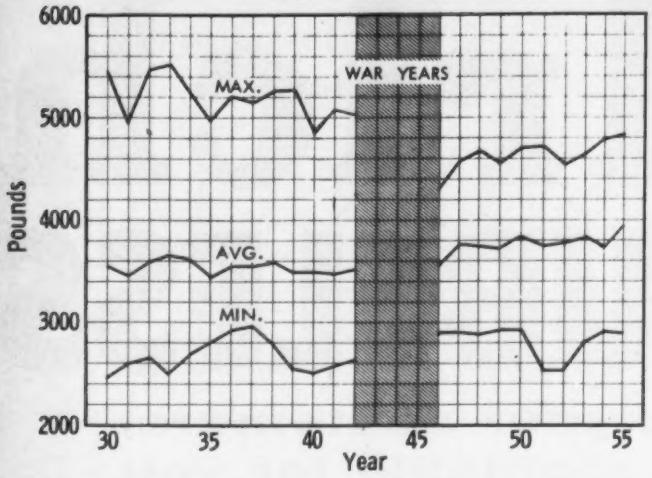
The famous BFG LIFE-SAVER in rayon comes with your choice of black or white sidewalls. It's reasonably priced; you can pay a lot more without getting more protection.

THERE'S OPPORTUNITY IN THE B. F. GOODRICH TUBELESS CHANGE-OVER PROGRAM

B. F. Goodrich offers a change-over program especially designed for car dealers. A representative would be pleased to discuss this with you. Just phone the nearest BFG District Manager. Or write B. F. Goodrich Company Tire and Equipment Division, Akron, O.

B.F.Goodrich
FIRST IN RUBBER

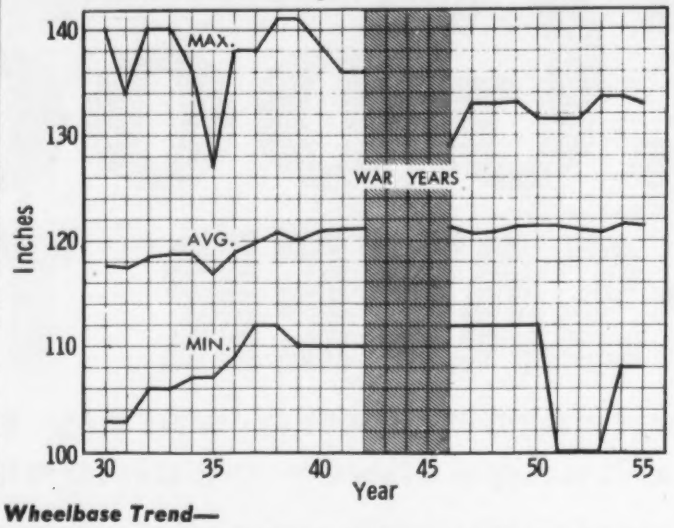
Curb Weights Since 1930



Weight Trend—

This chart (plotted from GM Proving Ground data) shows curb weight trends for 38 models from 18 manufacturers, as observed over the period from 1930 to 1955. While there is considerably less spread in the weight of the heaviest and lightest cars, in recent years the average weight of passenger cars definitely is greater than it has been in the previous years. Average car weight has increased from 3,500 pounds in 1930, to 3,950 pounds in 1955. Source: GM Research Laboratories

25-Year Story of Wheelbase



Wheelbase Trend—

Data on this chart shows the trend in wheelbase over a 25-year period. It may be noted that curb weight and wheelbase show similar trends over the years. The large cars are shorter and the small cars are longer today than they were in the 1930's. However, on the average, passenger cars have increased only about four inches in wheelbase in the 25-year period. Source: GM Research Laboratories

'56 Transmissions

(Continued from Page 120)

and three planetary gearsets providing four forward speeds and reverse. The large fluid coupling is used for the transmission of power as in the original Hydra-Matic. The small fluid coupling replaces the clutch unit in the forward planetary gearset and the front and rear bands have been replaced by sprag type clutches. The shifts are automatic and vary with car speed and accelerator position. Ratios are as follows: First, 3.97:1; second, 2.55:1; third, 1.55:1; fourth, 1:1.

Overdrive (Borg Warner Corp.)—Available on Chevrolet, DeSoto, Dodge, Ford, Hudson, Mercury, Nash, Packard, Plymouth and Studebaker. It consists of a planetary gearset and one-way clutch used behind a conventional three-speed transmission. The shift is controlled electrically according to car speed and is actuated by the accelerator. The driving ratio reduction is approximately 30 percent.

PowerFlite (Chrysler Corp.)—This transmission is used on Imperial, Chrysler, DeSoto, Dodge and Plymouth in both V-8 and six-cylinder cars. It consists of a four-element torque converter and two planetary gearsets providing low and reverse ratios. The drive is always through the converter which has a maximum torque multiplication of 2.7:1. Normal drive starts through the torque converter and low gear ratio (1.72:1) and automatically shifts to converter only, depending on throttle opening and car speed. The transmission can be manually locked in low range for extra pulling power and engine braking.

Powerglide (Chevrolet)—This transmission consists of a three-element torque converter with a multiple pinion planetary gearset providing low and reverse ratios. The drive is always through the converter which has a maximum torque multiplication of 2.1:1. Normal drive starts through the torque converter and low gear ratio (1.82:1) and automatically shifts to converter only, depending on throttle opening and car speed. The transmission can be manually locked in low range for extra pulling power and engine braking.

Ultramatic (Packard, Nash V-8, Hudson V-8 and Studebaker Goldenhawk)—This transmission is composed of a four-element torque converter (one pump, two turbine members and a stator), a multiple pinion planetary transmission to provide low and reverse, and a direct drive clutch. The maximum torque multiplication of the converter is 3.25:1 and it is used only for accelerating. Normal drive with the selector in the Drive position starts through the torque converter and low gear ratio (1.82:1), automatically shifts to torque converter only and then the pump and turbine are locked together by the direct drive clutch into a solid direct drive. With the selector in the High position the transmission starts through the converter only and then locks-up into direct drive. The shift from low to direct and the clutch lock-up is controlled automatically by the car speed and accelerator position. Low range can be manually engaged for extra power or engine braking.

* * *

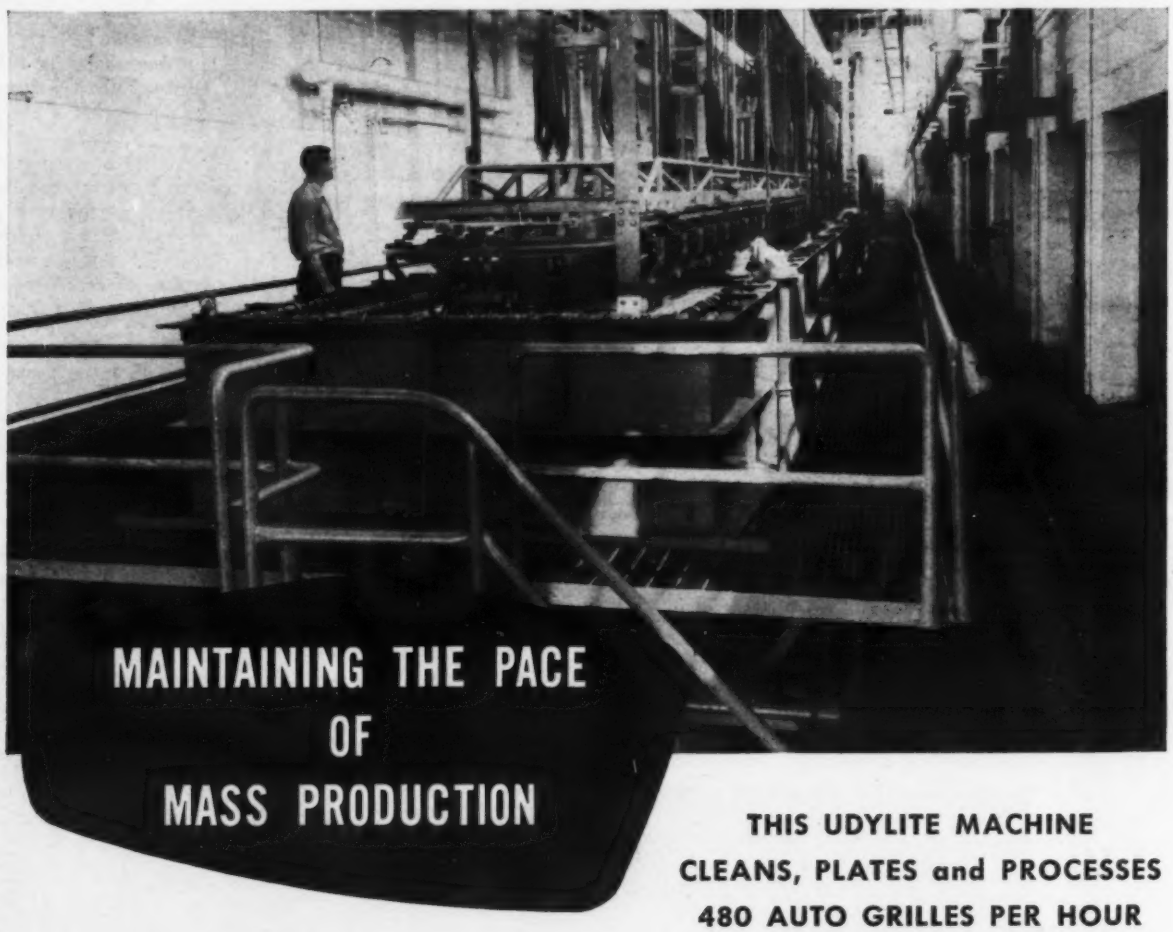
25-Year Trend Data

INDUSTRY product-design trend information in this Almanac "Engineering Section" includes charts on: highway fuel economy, horsepower, vehicle weight, wheelbase, compression ratio, acceleration performance, engine speed-car speed ratio, ton miles per gallon and constant-speed fuel economy.

Prepared from data collected at the General Motors Proving Ground Engineering Dept., these curves originally were used in an SAE paper by GM Research Laboratories Div., engineers Caris, Mitchell, McDuffie and Wyczalek.

Plotted to show the automotive industry trends over a 25-year period from 1930 to 1955, these charts represent data from 38 car models made by 18 different manufacturers: Buick, Cadillac, Chevrolet, Chrysler, DeSoto, Dodge, Ford, Hudson, Imperial, Lincoln, Mercury, Nash, Oldsmobile, Packard, Plymouth, Pontiac, Rambler and Studebaker.

You will observe that, in many cases, the curves show not only the average values, but also the spread between the models studied.



THIS UDYLITE MACHINE CLEANS, PLATES and PROCESSES 480 AUTO GRILLES PER HOUR *AUTOMATICALLY*

A complete production operation—applying nickel-chrome plate to steel radiator grilles—is handled by three men and this Udylite machine. The entire operation of cleaning, plating and rack strip are handled by the machine—the loading and unloading of parts are the only manual operations. The stampings are approximately 8" x 36" in size and to assure them of a flawless finish Udylite installed a Horizontal Cathode Agitator. In addition, a high current density chrome strike is applied to the grilles before the chrome plate.

This is just one more example of how Udylite machines are meeting the pace of mass production. And Udylite machines are adaptable to practically any metal finishing operation you can name—electroplating, anodizing, dichromating, etching, cleaning and pickling. Why don't you find out more about how Udylite can fit into your operations? Just call your nearby Udylite representative or write direct for the full details. There's no obligation.

THE Udylite CORPORATION DETROIT 11, MICHIGAN

WORLD'S LARGEST PLATING SUPPLIER

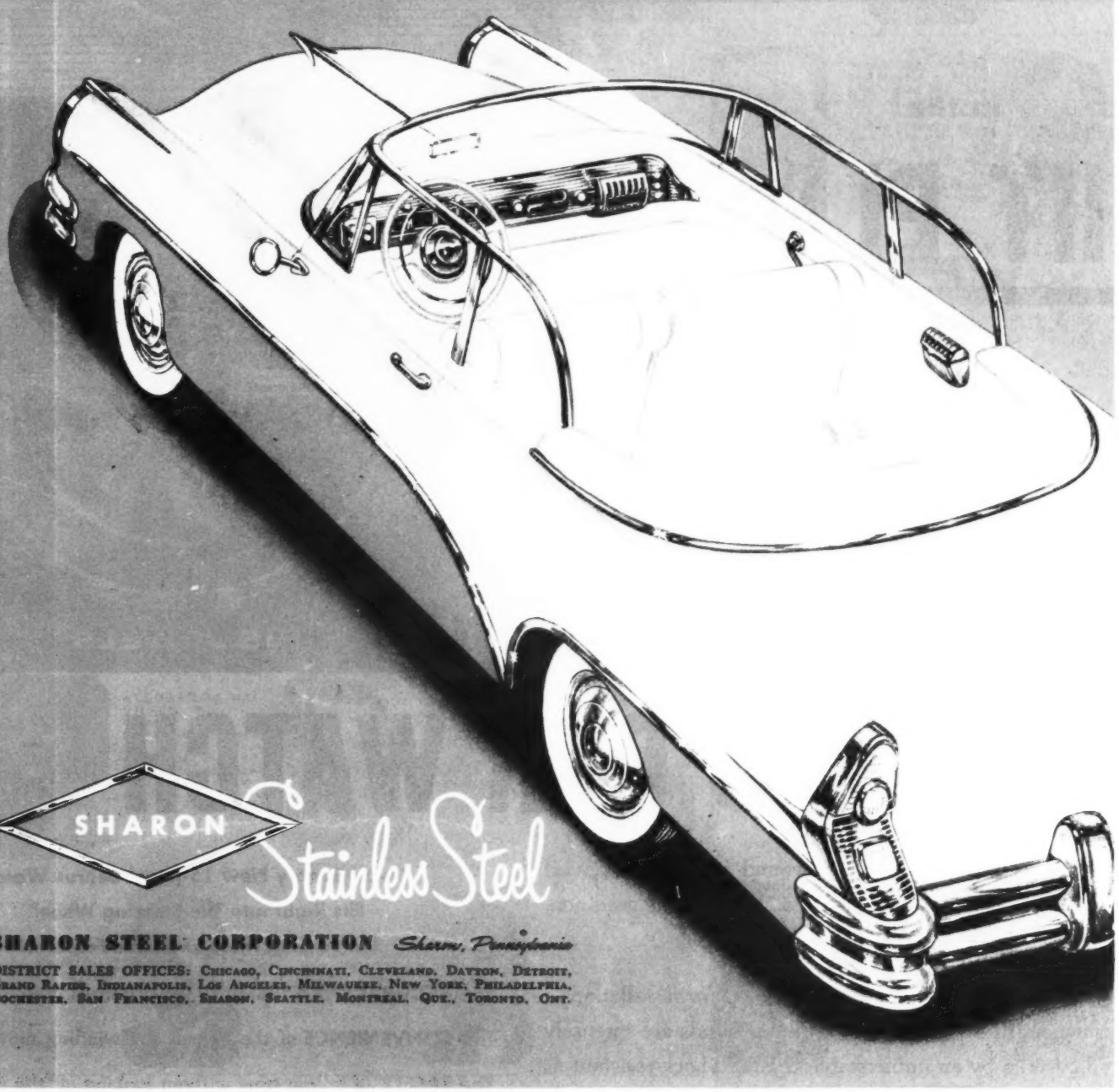
Trim lines effectively accented with stainless steel have brought to the modern motor car the equisite beauty once reserved for only the finest limousines.

Today there's no need for the average motorist to pamper his gleaming trim and accessories any more than he does the body enamel, for corrosion fighting stainless steel keeps its new car brilliance years longer, even under the toughest road conditions. Discerning designers and stylists are converting more and more car parts to stainless — and an increasing number of these parts are fashioned from Sharonsteel.

Steel buyers who have compared know they can expect a better finish and a more consistent quality — coil after coil — when they specify "Sharon Stainless Steel."

Successful Stylists

DESIGN ALONG THESE LINES



SHARON Stainless Steel

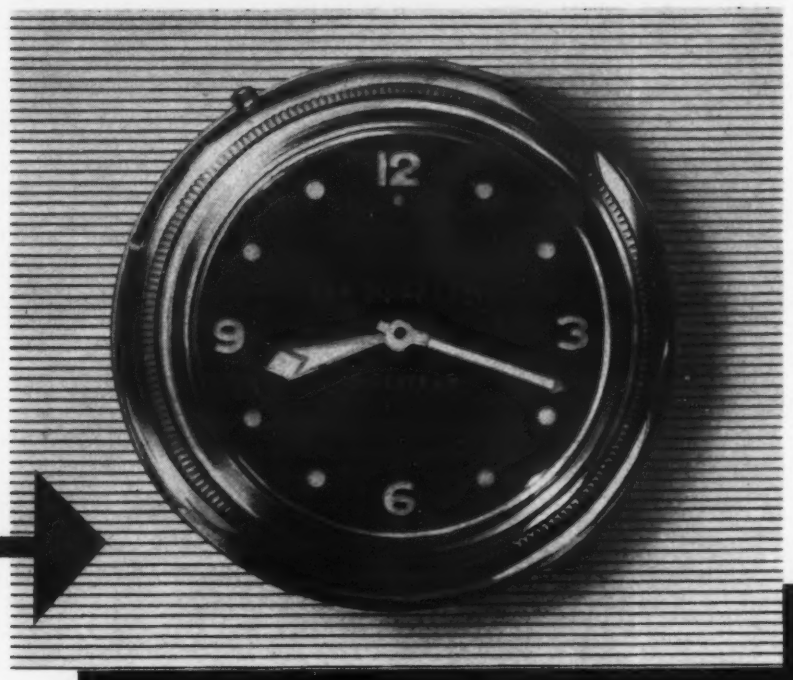
SHARON STEEL CORPORATION *Sharon, Pennsylvania*

DISTRICT SALES OFFICES: Chicago, Cincinnati, Cleveland, Dayton, Detroit, Grand Rapids, Indianapolis, Los Angeles, Milwaukee, New York, Philadelphia, Rochester, San Francisco, Sharon, Seattle, Montreal, Que., Toronto, Ont.

For the first time in the history of automotive manufacturing . . . a 15-Jewel self-winding Car Watch

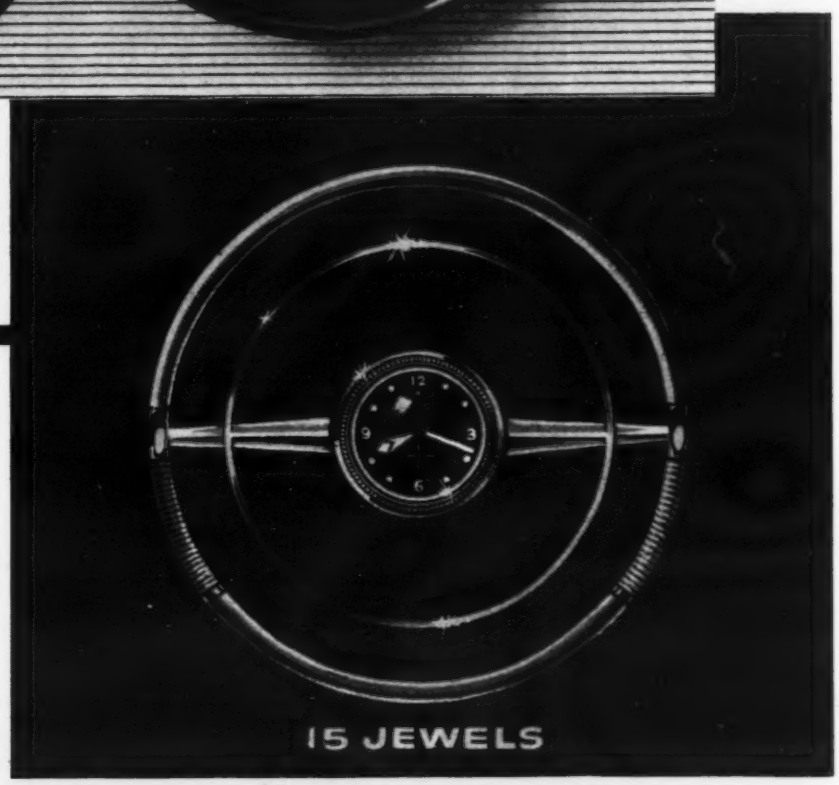
That gives you the

RIGHT TIME



in the

RIGHT PLACE



Install the sensational, revolutionary, new

Self-winding

BENRUS CAR WATCH

The day of the undependable, electrically wound auto clock is over! Now—Benrus makes it possible for you to offer a Self-Winding precision, 15-jewel car *watch!*

The Self-Winding Car *Watch* by Benrus is designed for installation in place of the ornament in the horn ring. Dial and hands are intensely illuminated and covered by an unbreakable crystal. Shock-resistant as well as anti-magnetic, it also features a red arrow in the crystal for checking the elapsed driving time. Moreover, the Benrus Car Watch is priced to afford *you* a generous markup!

Revolutionary New 15-jewel Benrus Watch
Fits Right Into The Steering Wheel
Delivers All These Exclusive Features!

The ACCURACY of a superb 15-jewel Benrus Watch!

The CONVENIENCE of the Benrus self-winding movement!

The SAFETY of telling time without looking off the road!

The BEAUTY of distinctive Benrus design!

The GUARANTEE of the world-famous Benrus Watch Company!

★ *For the answers to your time-keeping problems, write to* **BENRUS WATCH COMPANY, INC.** 50 W. 44TH ST., NEW YORK 36, N. Y

AUTOMOTIVE NEWS FAMILY ALBUM

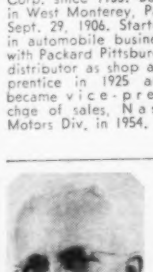
An industry is composed, in the last analysis, not of land, buildings or machinery, nor even capital invested, patents owned nor number of stockholders—

—An industry is the men who make it!

This feature of the Automotive News Almanac is therefore incorporated for the purpose of parading, face-to-face, the men who today are contributing their brains, their acumen and their energy to keeping "the world on wheels!"

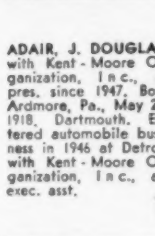
The Editors.

ABELES, JAMES D., pres. of Purolator Prod., Inc., since 1955. Born New York City Mar. 24, 1916. M. I. T. Entered automobile business in 1940 at Newark, N. J. as cost engr. with Purolator Products.



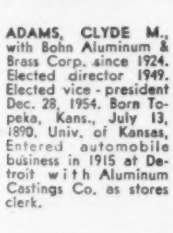
ABERNETHY, ROY, vice-pres. chge. of distribution and marketing of American Motors Corp. since 1955. Born in West Monterey, Pa., Sept. 29, 1906. Started in automobile business with Packard Pittsburgh distributor as shop apprentice in 1925 and became vice-pres. chge of sales, Nash Motors Div. in 1954.

ACKERMAN, PAUL C., director of engineering for Chrysler Corporation since January, 1956, joined Chrysler 1934. Born Erie, Pa., Nov. 4 1899. University of Michigan. Entered automobile business in 1924 at Canton, Ohio, with Timken Bearing Co. as assistant chief engineer.



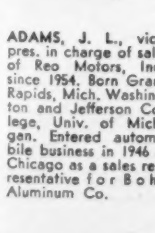
ADAIR, J. DOUGLAS, with Kent-Moore Organization, Inc., as pres. since 1947. Born Ardmore, Pa., May 24, 1918. Dartmouth. Entered automobile business in 1946 at Detroit with Kent-Moore Organization, Inc., as exec. asst.

ADAMS, CLARK M., vice-pres. of The Electric Auto-Lite Co., since 1948. Born June 18, 1896. Case School of Applied Science. Entered automobile business in 1919 with W. G. Nagel Electric Co.; later became vice-pres. of Moto-Meter Gauge and Equipment Co., which merged with Auto-Lite in 1934.



ADAMS, CLYDE M., with Bohn Aluminum & Brass Corp. since 1924. Elected director 1949. Elected vice-president Dec. 28, 1954. Born Topeka, Kans., July 13, 1890. Univ. of Kansas. Entered automobile business in 1915 at Detroit with Aluminum Castings Co. as stores clerk.

ADAMS, FRED W., asst. sales manager in charge of advertising of Nash Motors Division, American Motors Corp. since 1956. Born Kalamazoo, Mich., July 11, 1910. Graduate of Western Michigan College. Started in automobile business with Packard in 1941 and became adv. mgr. in 1948.

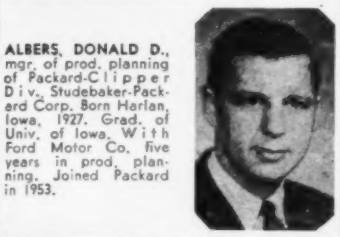


ADAMS, J. L., vice-pres. in charge of sales of Reo Motors, Inc., since 1954. Born Grand Rapids, Mich. Washington and Jefferson College, Univ. of Michigan. Entered automobile business in 1946 at Chicago as a sales representative for Bohn Aluminum Co.

ADAMS, JAMES R., chairman of board, MacManus, John & Adams, Inc. since 1955. Born Southern Indiana, June 19, 1898. Univ. of Notre Dame. Entered automobile business in 1924 in Chicago with Critchfield & Co. as copywriter on Ford account.

ADAMS, JOSEPH E., general manager of manufacturing, truck div. of White Motor Co. since 1955. Born Cleveland, O., 1913. M. E. Carnegie Inst. Technology. Entered automobile business in 1944 with present company as director of material control.

AHRENS, DON E., with Cadillac since 1925, gen. mgr. and vice-president of GM since July, 1950. Born Lodgepole, Neb., in 1890. University of Nebraska. B. & C. S., E. E. degrees. Entered automobile business in 1916 in Spokane as distributor.

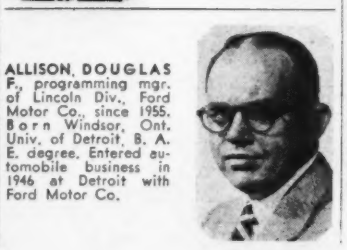


ALBERS, DONALD D., mgr. of prod. planning of Packard-Clipper Div., Studebaker-Packard Corp. Born Harlan, Iowa, 1927. Grad. of Univ. of Iowa. With Ford Motor Co. five years in prod. planning. Joined Packard in 1953.

ALLAN, JAMES S., with Walker Mfg. Co. of Wis. as chmn. of the board since Jan., 1955. Born in Kirkwall, Scotland, 1889. Entered automobile business in 1924 at Racine, Wis., with Ajax Auto Parts Co. as asst. to pres.

ALLDREDGE, MARSHALL H., with Thompson Products, Inc., as sales manager of Michigan division since 1936. Born Mt. Vernon, Indiana, April 15, 1901. Entered automobile business in 1923 at Detroit with Thompson Products, Inc.

ALLEN, PERRY E., with Allen Products Corp. as pres. since 1947. Born Pontiac, Mich., Sept. 24, 1910. Entered automotive field in 1930 at Detroit, Mich.

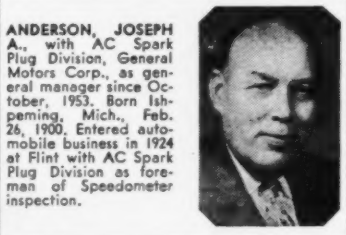


ALLISON, DOUGLAS F., programming mgr. of Lincoln Div., Ford Motor Co., since 1955. Born Windsor, Ont. Univ. of Detroit, B. A. E. degree. Entered automobile business in 1946 at Detroit with Ford Motor Co.

ALLMAN, LESLIE C., Pres. of Allman Co., Inc. Born and educated in Indiana. Entered automobile business with Fruehauf Trailer Co. as sales prom., adv. mgr. in 1929.

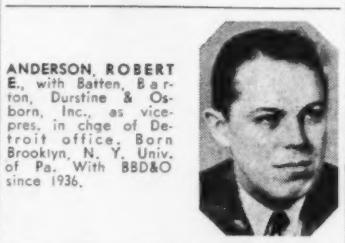
ANDERSON, EDMUND E., dir. of automotive styling of American Motors Corp. since 1955. Born South Boardman, Mich., June 4, 1906. Graduate of Univ. of Detroit. Entered automobile business in 1935 as designer for General Motors Corp. Formerly was chief stylist of both Oldsmobile and Chevrolet before joining Nash in 1950.

ANDERSON, HARRY W., with General Motors Corp. since 1919, as vice-pres. since 1942. Born Cadillac, Mich., Dec. 25, 1891. Detroit College of Law, LL.B. degree. Entered automobile business with GM's United Motors Service in legal dept. in 1919.



ANDERSON, JOSEPH A., with AC Spark Plug Division, General Motors Corp., as general manager since October, 1953. Born Ishpeming, Mich., Feb. 26, 1900. Entered automobile business in 1924 at Flint with AC Spark Plug Division as foreman of Speedometer inspection.

ANDERSON, ROBERT, with Plymouth Div. of Chrysler Corp. as chief engr. since Feb., 1953. Born Columbus, Neb., Nov. 2, 1920. Entered automotive industry as student in Chrysler's Institute of Engineering from which he earned a Master's degree in Automotive Engineering in 1948.

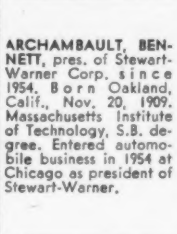


ANDERSON, ROBERT E., with Batten, Barton, Durstine & Osborn, Inc., as vice-pres. in chge of Detroit office. Born Brooklyn, N. Y. Univ. of Pa. With BBD&O since 1936.

ANDERSON, WENDELL W., with Bundy Tubing Co. as pres. and treas. since 1929. Born Detroit, Mich. 1901. Detroit U. school, Hill school, Yale, A.B. Alpha Delta Phi. Entered automobile business in 1929 in Detroit with Bundy Tubing Co.

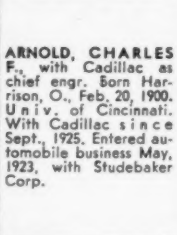
ANZICK, ANTHONY J., with Anzick Manufacturing Co. as pres. since 1940. Born Elkland, Pa., Feb. 18, 1912. Entered automobile business in 1930 at Detroit, Mich.

APPLEMAN, ROY H., with Chrysler Division, Chrysler Corp., as exec. asst. since 1952. Born Put-in-Bay, Apr. 29, 1896. Entered automobile business in 1914 in Flint, Mich. With Chrysler Corp. since 1925.



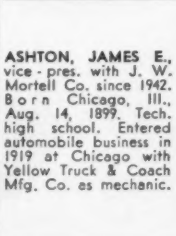
ARCHAMBAULT, BENNETT, pres. of Stewart-Warner Corp. since 1954. Born Oakland, Calif., Nov. 20, 1909. Massachusetts Institute of Technology, S.B. degree. Entered automobile business in 1954 at Chicago as president of Stewart-Warner.

ARMACOST, ROBERT SHAW, pres. of Armacost Motors, Inc., since Sept. 10, 1923. Past Pres., National Automobile Dealers Assn. Born Cincinnati, O., Jan. 27, 1899. Entered automobile business Jan., 1920, at Cincinnati with Studebaker distributor as used-car salesman.



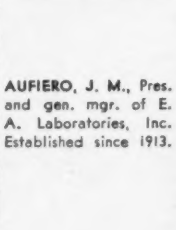
ARNOLD, CHARLES F., with Cadillac as chief engr. Born Harrison, O., Feb. 20, 1900. Univ. of Cincinnati. With Cadillac since Sept., 1925. Entered automobile business May, 1923, with Studebaker Corp.

ARP, LEWIS B., vice-pres. and gen. mgr. of Bear Mfg. Co. since 1925. Born Tipton, Iowa, Jan. 10, 1907. Coe College.



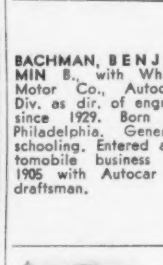
ASHTON, JAMES E., vice-pres. with J. W. Mortell Co. since 1942. Born Chicago, Ill., Aug. 14, 1899. Tech. high school. Entered automobile business in 1919 at Chicago with Yellow Truck & Coach Mfg. Co. as mechanic.

ATHANSON, WILLIAM J., with National Automotive Fibres, Inc., as executive vice pres. and director. Formerly with Briggs Mfg. Co. as gen. mgr. Body Parts & Ref. Materials Div. since 1944. Born Feb. 1, 1909. University of Detroit. Entered automobile business in 1927.



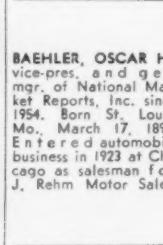
AUFIERO, J. M., Pres. and gen. mgr. of E. A. Laboratories, Inc. Established since 1913.

AULT, THOMAS J. pres. and gen. mgr. of Long Manufacturing Div., Borg-Warner Corporation, since 1954. Born Portland, Indiana, June 23, 1911. U.C.L.A., B.A. degree. Entered automobile business in 1935 at Muncie, Indiana, as trainee with Warner Gear Division, Borg-Warner Corporation.



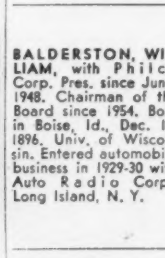
BACHMAN, BENJAMIN B., with White Motor Co., Autocar Div. as dir. of engrg. since 1929. Born in Philadelphia. General schooling. Entered automobile business in 1905 with Autocar as draftsman.

BACON, THOMAS P., president of Bacon Vulcanizer Mfg. Co., Oakland, Calif. Born in Calif. Mar. 2, 1911. Calif. College of Business. Entered the mold mfg. business in 1930 and pioneered the development of aircraft tire recapping machinery.



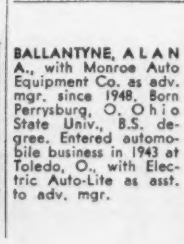
BAEHLER, OSCAR H., vice-pres. and gen. mgr. of National Market Reports, Inc. since 1954. Born St. Louis, Mo., March 17, 1894. Entered automobile business in 1923 at Chicago as salesman for J. Rehm Motor Sales.

BAITS, STUART G., vice-pres. and gen. mgr. of Special Products Div. American Motors Corp., since 1954. Born Dowagiac, Mich., Aug. 23, 1891. Graduate of Univ. of Michigan. Entered automobile industry in 1915 as draftsman with Hudson Motor Car Co.



BALDERSTON, WILLIAM, with Philco Corp. Pres. since June, 1948. Chairman of the Board since 1954. Born in Boise, Id., Dec. 13, 1896. Univ. of Wisconsin. Entered automobile business in 1929-30 with Auto Radio Corp., Long Island, N. Y.

BALDWIN, WALTER D., with United States Rubber Co. as director of manufacturers sales, tire division, since 1947. Born in California on Jan. 16, 1909. Univ. of Calif., B.S. degree. Entered automobile business in 1932 at Spokane, Wash., with United States Rubber Co., as salesman.



BALLANTYNE, ALAN A., with Monroe Auto Equipment Co. as adv. mgr. since 1948. Born Perrysburg, O. Ohio State Univ., B.S. degree. Entered automobile business in 1943 at Toledo, O., with Electric Auto-Lite as asst. to adv. mgr.

AUTOMOTIVE NEWS FAMILY ALBUM

BANCROFT, RICHARD H., with Perfect Circle since Apr. 1, 1953 as division manufacturing manager over Perfect Circle's three casting plants at New Castle, Richmond, and Muskegon. Born Springfield, O., June 25, 1903. Ohio State Univ. B.Ch.E. Entered automobile business in 1931 with Perfect Circle as research engr.

BASTER, FOREST S., with White Motor Co. as vice-pres. in charge of engrg. since March 26, 1941. Born Gates Mills, O., Nov. 12, 1896. Case Institute of Technology. B. S. Entered automobile business in 1919 at Detroit with Packard Motor Car Co. as asst. engr. of design analysis.

BAUMAN, JOHN NEVIN, with White Motor Co. as executive vice-pres. since 1955. Born in Jeanette, Pa., March 11, 1899. Bucknell Mich. M. E. Entered automobile business in 1922 in Cleveland, O., with White Motor Co. as technical apprentice.

BAZNER, MARTIN W., with Ammco Tools, Inc., as vice-pres., sales mgr. since 1947. Born in Chicago, Ill., Sept 6, 1900. St. Johns Military Acad., Delafield, Wis. Entered automobile business in 1941 in New England with Ammco Tools, Inc., as dist. sales mgr. Director, National Standard Parts Assn.

BEATTY, JOHN T., with United Specialties Co. as president since 1939. Born in Muncie, Ind., Mar. 13, 1901. Princeton, B.S. Entered automobile business in 1929 at Chicago, Ill., as vice-pres. of United Air Cleaner Co., now a division of United Specialties Co.

BANNISTER, JOHN G., President of National Automotive Fibres, Inc., since April, 1955. Born Berkeley, Calif., Oct. 27, 1913. St. Mary's College of California, B.S. degree. Entered automobile business in 1938 at Oakland with National Automotive Fibres, Inc.

BAUBIE, JAMES A., with Chrysler Corporation as Manager of Public Relations Services since March, 1953. Born June 9, 1907 at Detroit. Entered automobile business in 1951 with Chrysler Corporation as manager of Press Information Services.

BAYNE, JOSEPH E., gen. sales mgr. of Mercury Div., Ford Motor Co., since 1947. Born Detroit Jan. 15, 1902. Detroit Junior College. Entered automobile business in 1924 at Detroit with John H. Thompson Co. as retail salesman.

BEACHAM, CHARLES R., gen. sales mgr. of Ford Div. since 1956. Born McRae, Ga. Entered automobile business in 1926 at Jacksonville as travelling rep. for Ford Motor Co.

BEATTY, WILLIAM H., with R. L. Polk & Co. as vice-pres., and gen. mgr. Born in Ossian, Ind., Feb. 27, 1903. Univ. of Illinois, A. B. degree. Entered automobile business in 1927 at Detroit with Associated Press as staff correspondent.

BARBER, B. NEWTON, asst. sales mgr. of Oldsmobile Div. since 1952. Born Beaver Dam, Wis., Sept. 14, 1899. Kemper and St. Johns Military Academies. Entered automobile business in 1941 at Oakland, Calif. with Oldsmobile Div.

BARBY, CHARLES E., district sales manager of Fiber Glass Division, Pittsburgh Plate Glass Company, since 1951. Born St. Louis, Missouri, March 9, 1913. Central College, B.A. degree. Entered automobile business in 1951 at Detroit in present capacity.

BARIT, A. EDWARD, with American Motors Corp. as consultant and director since 1954. Entered automobile business in 1906 in Detroit with Chalmers.

BARRETT, HARRY B., with Barrett Equipment Co., since 1929, president and owner since 1935. Born in Illinois, Apr. 10, 1903. Business Administration, Brown's College. Entered automobile business in 1922 with Hollins and Arrousez Engineering Co., Los Angeles, Calif. and later became sales manager and chief engineer.

BARRETT, WILLIAM R., with Rinshed-Mason Co. as vice-pres., gen. mgr. since 1952. Born in Allegan, Mich., May 30, 1918. Mich. State Coll., B.S. Chem. Engr.

BARTELL, CLARENCE C., with Timken-Detroit Axle Division, Rockwell Spring & Axle Co. as vice-pres. in charge of sales of axles and related equipment since 1953. Born Catawba Island, O. Oct. 11, 1907. Ohio State Univ. Entered automobile business in 1939 at Detroit with the Timken-Detroit Axle Co. as sales engineer.

BARTHOLOMEW, EARL, with Ethyl Corp. since 1926; staff executive since 1951. Born in Norman, Okla., Jan. 1, 1901. Univ. of Oklahoma. A.B., B.S. in M.E., M.S. in M.E. Entered automobile business in 1926 in Yonkers, N. Y., with Ethyl Corp. as head of Automotive Research Div.

AUTOMOTIVE NEWS FAMILY ALBUM

BECK, DANIEL L., Executive personnel specialist, sales trainer, and sales consultant. Born Denver, Col. Colorado School of Mines, E.M. degree. Entered automobile business in 1921 at Denver as retail salesman. Entered own business in 1945

BELFIE, ALBERT H., with Buick Motor Div. as general sales manager. Born in Dollar Bay, Mich., in 1900. Mich. Coll. of Mines. Entered automobile business in 1919 at Lansing, Mich., with Oldsmobile as clerk.

BENEDICT, JOHN T., engineering editor of Automotive News since 1954. Born Dilles Bottom, O., Aug. 18, 1922. University of Detroit, engineering degree. Entered automobile business in 1946 at Detroit with General Motors Experimental Engineering as test engineer and writer.

BENNETT, J. DOUGLAS, with Fawick Corp. as assistant to president and general manager of Fawick Brake Division since 1951. Born Jersey City, N. J. Nov. 17, 1917. U. of M. B.S.M.E. degree. Entered automobile business in 1944 at Philadelphia with Empire Tractor Co. as vice president in chge. of engrg.

BERG, HAROLD R., with Ethyl Corp. as sales coordinator since 1955. Born Manchester, N. H., Apr. 14, 1905. University of N. H., B.S.M.E. Entered automobile business in 1928 as field rep. with Ethyl Corp.

BEISER, RICHARD E., with National Automobile Transporters Assn. as gen. mgr. since 1944. Born Campbell county, Ky., Dec. 26, 1900. Univ. of Kentucky. Entered automobile business in 1924 at St. Louis, Mo., with Johnson Auto Co. (Ford) as parts dept. mgr.

BENDER, ROY B., general service manager of Studebaker-Packard Corp. since 1954. Born Grantsville, Md., Nov. 26, 1903. Allegheny College. Entered automobile business in 1924 with Ford Motor Co. as billing clerk.

BENNETT, GEORGE, president and general manager of Borroughs Manufacturing Company since 1955. Born Bottineau, N. D., Dec. 19, 1910. General Motors Institute, B.I.E. degree. Wayne University, M. B. A. degree. Entered automobile business in 1928 at Flint with Chevrolet Division.

BENTLEY, CALVIN P., chmn. of the bd. of The Mitchell - Bentley Corp. Born Owosso, Mich., May 28, 1883. Univ. of Mich. Entered automobile business in 1950 with Ionia Mfg. Co. as vice-pres. and dir.

BERNARD, HARRY, with Mack Mfg. Corp. New office at Plainfield, N. J. Vice-pres. service Dec. 1951. Born Montreal, Can., Nov. 28, 1901. Brown Univ., ScB. degree. Entered automobile business in 1917 at Providence, R. I., with Broadway Sales Co. as stock clerk.

BERNITT, ELMER W., vice-pres. in charge of automotive mfg. and procurement of American Motors Corp. since 1954. Born Detroit, Mich., June 5, 1910. University of Detroit, B.M.E. degree. Entered automobile business in 1935 at Detroit as plant engineer of Plymouth Division.

BERTCH, J. WIDMAN, vice-president and Detroit office manager of N. W. Ayer and Son, Inc., since 1953. Joined Ayer in 1947. Born Portland, Maine, 1900. Dartmouth College, S.B. degree. Entered automobile business in 1929 at Detroit with Advertisers, Inc.

BETTE, A. J., with Johns-Manville Corp. since 1930, as mgr. of friction materials since Jan., 1953. Born New York, 1907. Manhattan Coll., N. Y. Univ.

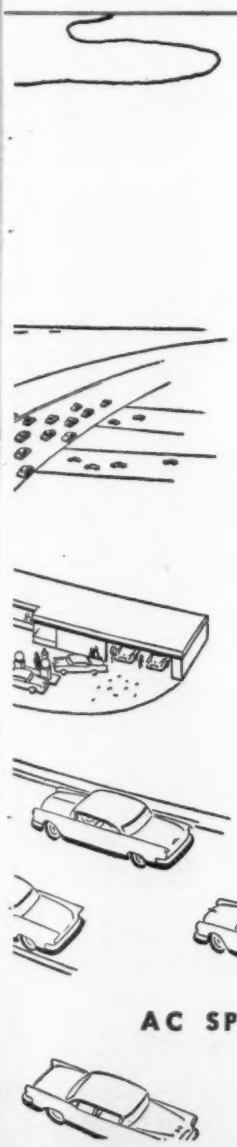
BIGELOW, J. J., with Sparton Automotive, Div. of The Sparks-Withington Co. as sales mgr. since 1949. Born Hazleton, Pa., July 16, 1897. Carnegie Tech. Entered automobile business in 1917 at Hazleton, Pa., with Automotive Supply Co. as salesman.

BIGGERS, JOHN D., with Libbey-Owens-Ford Glass Co., as pres. since 1930. Chairman since April, 1953. Born St. Louis, Dec. 19, 1888. Univ. of Michigan, A. B., L.L.D. degrees. Entered automobile business in 1926 at London, Eng., with Dodge Bros. Britain Ltd., as mng. dir.

BIGGERS ROBERT L., with Chrysler Corp. as pres. of Fargo Div. since 1937. Born in Webster Groves, Mo., Jan. 8, 1897. Univ. of Mich. Entered automobile business in 1919 with Graham Bros. at Evansville, Ind. With Chrysler Corp. since 1925.

BIRD, WILLIAM J. with Plymouth Div., Chrysler Corp., as gen. sales mgr. since Apr., 1953, and vice-pres. since 1954. Born Holden, W. Va., Oct. 9, 1909. Grad. Univ. of Mich., 1933, B. S. civil engrg. and trans. Associated with automobile business since 1934 when he joined Dodge Div., Chrysler Corp., in traffic department.

PRE-SOLD



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In the United States, there are more than eight million rolling advertisements for AC Quality Products! These are cars with AC original equipment—and they are the most effective advertisements any company could have.

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AC QUALITY PRODUCTS

GM GENERAL MOTORS

AUTOMOTIVE NEWS FAMILY ALBUM

BISCHOFF, F. G., dir. of distribution of Plymouth Div. since June, 1953. Entered automotive industry in 1923 with Maxwell-Chalmers, predecessor of Chrysler Corp. Associated with the Plymouth distribution dept. since 1928.

BLACK, FRED L., with American Motors Corp. as special assistant to the president since 1955. Born Battle Creek, Mich., Jan. 26, 1891. Miami (O.) Univ., A.B. degree. Entered automobile business in 1918 at Detroit with Ford Motor Co. pub. rel. and adv. exec.

BLACK, ROBERT F., with White Motor Co. as chairman of the board and president since 1955. Born Harrisburg, Pa., Nov. 2, 1889. Mercersburg Acad., Princeton. Entered automobile business in 1910 at New York with Mack Truck Co. Inc. as factory worker.

BLANCHARD, DONALD D., with Society of Automotive Engineers since 1936 as staff engineer. Born in Ontario, Can., in 1895. Columbia Univ., E.E. degree Sigma Nu, Tau Beta Pi. Entered automobile business in 1920 with Motor World as asst. tech. editor.

BLANCHARD, WALTER E., with Ford Motor Co. as advertising assistant since 1942, in charge of truck advertising, Ford Division. Born in Detroit, Mich. Entered automobile business with Hupp in 1914.

BISHOP, MARDEN R., director of public relations for Willys Motors, Inc. Born in Ohio, 1912. Ohio State Univ. Entered automobile business in 1945 with Willys-Overland Motors.

BLACK, ROBERT D., with Black & Decker Mfg. Co. since 1917. Now serving as executive vice-pres. Born in White Hall, Md., in 1896. Attended Northeastern College, Boston. Entered automobile business in 1917 at Towson, Md., as screw machine operator with Black & Decker.

BLAIR, ROBERT F., asst. gen. sales mgr. in charge of eastern and central regions of Buick Motor Div. Born West View, Pa., 1914. Entered automobile business in 1941 as serv. adjuster in Buick's Pittsburgh zone office.

BLANCHARD, LYLE W., mgr. of Industrial Engineering of Plymouth Division, Chrysler Corp., since Jan., 1956. Born Newberry, Mich., 1913. M.E. degree. Was associated with Ford Motor Co. prior to joining Plymouth.

BLANK, WILLIAM E., with The Electric Auto-Lite Co. as vice-pres. in charge of replacement sales since 1955. Born in Newport, Ky., Aug. 20, 1900. Entered automobile business in 1921 at Cincinnati, O.

BLUME, NEIL L., Special Products Engrg. Dir., Special Products Div., Ford Motor Co. since 1955. Born Ionia, Mich. Michigan State Univ., B.S. degree. Entered automobile business at Lansing, Mich. in 1931 as a draftsman for Oldsmobile Div. of General Motors Corp.

BLUME, WILLIAM A., with Gemmer Mfg. Co., as dir. and vice-pres. Born in Sewickley Twp., Pa., July 31, 1893. Penn State, B.S. degree. Entered automobile business in 1926 at Detroit with American Brakeblok Div., American Brake Shoe Co., as vice-pres.

BODKIN, EDWIN O., with McCord Corp. as adv. mgr. since 1923. Born in London, Ont., Aug. 25, 1897. London C. I., Toronto Univ. Entered automobile business in 1918 at Detroit with Packard Motor Car Co. as transp. engr.

BOESCHENSTEIN, HAROLD, with Owens-Corning Fiberglas Corp. as pres. and dir. since Nov., 1938. Born Edwardsville, Ill., July 21, 1896. Univ. of Ill., '20, A.B.

FACTS

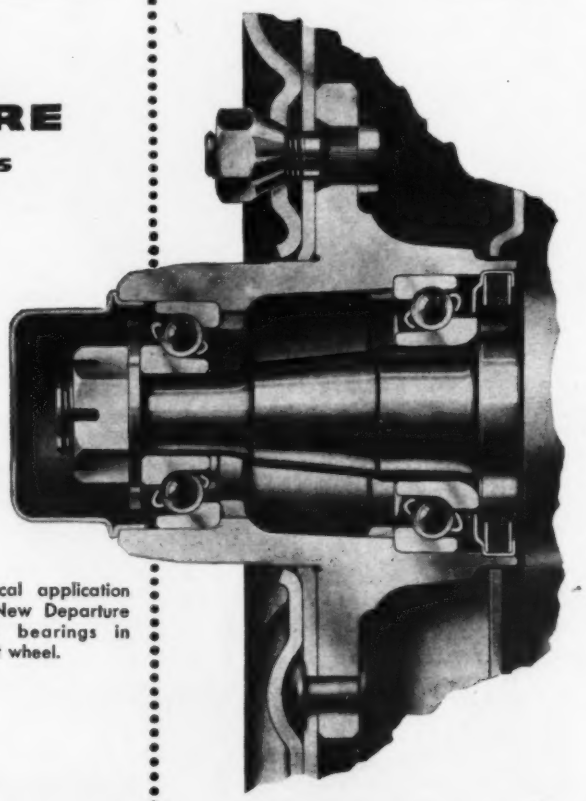
about

NEW DEPARTURE

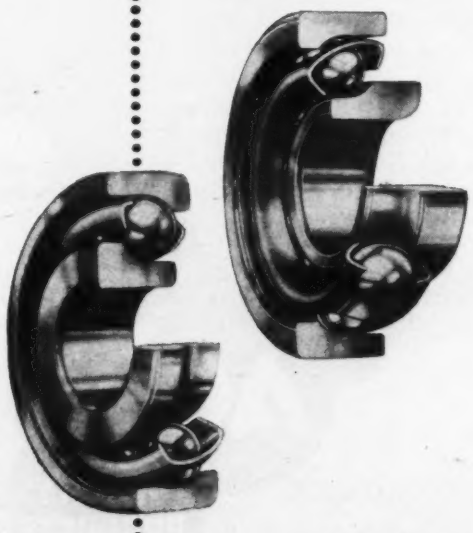
BALL BEARINGS

FRONT WHEEL BALL BEARINGS HELP CUT PRODUCTION COSTS... INCREASE CAR DEPENDABILITY!

New Departure front wheel ball bearings give car manufacturers proven dependability and the economy of easier, faster assembly. More than 200 million front wheel bearings prove that *ball bearings* are the most efficient for resisting thrust and radial loads . . . for performing at all speeds with minimum friction or wear. And, because New Departures need practically no attention for lubrication or adjustment in service, they mean maximum economy to car owners. From drawing board to customer . . . depend on New Departure ball bearings and bearing engineering service for lasting satisfaction.



Typical application of New Departure ball bearings in front wheel.



New Departure angular-contact front wheel bearings withstand rugged radial, thrust, and shock loads year after year without need for adjustment. No lubricant required in space between bearings.

NEW DEPARTURE • DIVISION OF GENERAL MOTORS • BRISTOL, CONN.

BOGAN, B. W., exec. engr. of Dodge Div., Chrysler Corp., since Nov., 1955. Born Lafayette, Ind., Jan. 21, 1909. Purdue Univ., B.S., M.E. degrees. Entered automobile business in 1933 as student engr. at Chrysler Corp.

BOLEN, EDWARD P., vice-pres. in charge of engrg. of National Automotive Fibres, Inc. since 1929. Born Ionia, Mich., July 15, 1892. Pere Marquette School of Drafting. Entered automobile business in 1916 at Grand Rapids as asst. supt. of trim. at Hayes Body Corp.

BORG, GEO. W., with Borg-Warner Corp. as dir. since 1929; Borg & Beck div. chmn. of Supervisory board. Also pres. of The George W. Borg Corp. Born in West Burlington, Ia., 1887. Public schools. Entered automobile business in 1913 at Moline, Ill., with Borg & Beck Co. as vice-pres.

AUTOMOTIVE NEWS FAMILY ALBUM

BOSWORTH, CHARLES E., gen. pur. agent of Ford Div. since Jan., 1956. Born Denver, Colo. Occidental College. Entered automobile business in 1918 with Ford Motor Co.

BRADLEY, THOMAS, pres. of Sheller Mfg. Corp. since 1953, vice-pres. since 1940. Born Atlantic City, N. J., Oct. 12, 1894. Entered automobile business in 1911 at Detroit as clerk for Paige-Detroit Motor Car Co.

BRAENDEL, HELMUTH G., director of engr. and production since Aug., 1951, Wilkening Mfg. Co. Born West New York, N. J., Dec. 11, 1910. Stevens Inst. of Tech., M.E.; Inst. of Tech. of Darmstadt, Germany, M.M.E.; Chrysler Inst. of Engr. Entered automobile business in 1935 with Chrysler Corp. as student engr.

BRANDT, HOWARD W., gen. mgr. of Rochester Prod. Div., General Motors Corp. since 1952. Born Escanaba, Mich., Aug. 11, 1911. G.M. Institute. Entered automobile business in 1929 at Flint with A.C. Spark Plug Div.

BREECH, ERNEST ROBERT, with Ford Motor Co. as chmn of bd. since Jan., 1955. Born in Lebanon, Mo., Feb. 24, 1897. Drury Coll. Walton Sch. of Comm.; C.P.A. degree, Univ. of Illinois. Entered automobile business in 1923 at Chicago with Yellow Cab Mfg. Co. as comptroller.

BOUDREAU, JAMES E., with Ethyl Corp. as public relations director since 1951. Graduate of U. S. Military Academy. Entered automobile business in 1930 with Ethyl Corp. as field representative.

BRADSHAW, JAMES L., asst. gen. sales mgr. of Buick Motor Div. Born Pittsburgh, Pa. April 23, 1907. Carnegie Tech. Entered automobile business in 1926 as a clerk in the Pittsburgh zone office.

BRANDENBURGER, HERMAN H., with Wagner Electric Corp. as mgr. Automotive Parts Div. since Dec. 1, 1945. Born in St. Louis, Mo., Aug. 29, 1898. One year college. Entered automobile business in 1925 at St. Louis with Wagner Electric Corp. in Service Div.

BREDIMUS, FRANK L., pres. Globe Hoist Co. Born Des Moines, Ia., May 9, 1907. Univ. of Iowa. Entered automobile business in 1937 with Globe Hoist Co., as assistant treasurer.

BREER, C. FRED, vice-pres. of sales of McCulloch Motors Corp. since 1951. Born Detroit, Mich., July 7, 1919. Stanford University. Entered automobile business in 1941 with Chrysler Motors.

BOWIE, CHESTER EUGENE (CHET), with Ford Div. as asst. gen. sales mgr., field operations since 1953. Born in Cincinnati, O., Dec. 30, 1906. Drake Univ. Entered automobile business with Ford as clerk in 1929.

BOYD, VIRGIL E., gen. sales mgr. of Hudson Div., American Motors Corp., since March, 1956. Born Benton, Kans., July 8, 1912. Univ. of Michigan. Entered automobile business in 1931 as asst. accounting mgr. for General Motors Acceptance Corp.

BOYES, DONALD L., with Hyatt Bearings Div. as gen. mgr. since Dec., 1953. GM Inst., Mass. Inst. of Tech. Entered automobile business as student at GMI on June 18, 1928 doing cooperative work at AC Spark Plug Div.

BRACKEN, D. J., gen. mfg. mgr. of Mercury Div., Ford Motor Co., since 1953. Born in Kansas City, Mo., on Aug. 16, 1911. Entered automobile business in 1928 with GM as engineering student.

BRADEN, E. M., General Sales Manager Chrysler Division, Chrysler Corp. since Sept., 1953. Born Limon, Colo., Nov. 5, 1910. Entered automobile business 1941 with Dodge Division, Chrysler Corp., as Pittsburgh District Manager.

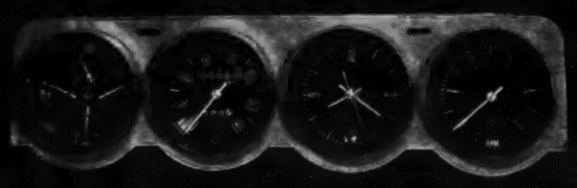
BRADLEY, ALBERT, chmn. of bd. of General Motors Corp. since 1956; with GMC since 1919. Born Blackburn, Eng., May 29, 1891. Dartmouth, B.S.; Univ. of Mich., A.M., Ph.D. Entered automobile business in 1919 at Detroit with General Motors Corp. as asst. to compt.

BRADLEY, DAN T., vice-pres. of engrg.-sales, Clevite Harris Products, Inc., unit of Clevite Corp. Born Grand Rapids, Mich. Oberlin College. Entered automobile business in 1937 with Harris Products Co.

KS

KING-SEELEY

Automotive Instrumentation



Capably Engineered
Distinctively Styled
Quality Controlled

KS

KING-SEELEY CORPORATION
ANN ARBOR, MICHIGAN

AUTOMOTIVE NEWS FAMILY ALBUM

BREMER, ROGER E., with Studebaker - Packard Corp. as vice-pres. of purchasing and product planning. Born at Dunkirk, N. Y., June 17, 1916. Attended Duke Univ., AB degree. Entered automobile business with Ford Motor Co. in 1946.

BROWN, CHARLES S., gen. pur. agent of Mercury Div., Ford Motor Co., since 1951. Born in Detroit Jan. 7, 1901. Entered automobile business in 1919 at Highland Park in drafting dept.

BROWN, HOLMES M., mgr. of public relations of Ford Division since 1953. Born Prescott, Kans. Iowa State College, B.S. degree business adm. Entered automobile business with Pennsylvania Rubber Co.

BROWN, ROY A., JR., chief stylist, Special Products Styling Studio, Special Products Div., Ford Motor Co., since 1955. Born Hamilton, Ont. Entered automobile business as stylist for General Motors Corp. Cadillac studio in May, 1937.

BROWN, WILLIAM A. JR., vice-pres. and gen. mgr. of Alemite and Instruments Divisions of Stewart-Warner Corp. since 1956. Born Kansas City, Mo., 1908. Albion College, A.B. degree, Mass. Inst. of Tech., S.B. M.E. degree. Entered automobile business in 1956 at Chicago in present capacity with Stewart-Warner Corp.

BRENNAN, JOHN E., with Chrysler Corp. as gen. mgr., Automotive Body Div. since Dec. 1953. Born Tomah, Wis., 1912. Grad. Univ. Wis., 1934. With Chrysler Corp. since 1934.

BROWN, EARL A., parts and serv. mgr. of Continental Div., Ford Motor Co., since 1955. Born San Francisco, Calif. Kansas Univ. Entered automobile business in 1937 at Miami with Ford Motor Company.

BROWN, J. L., JR., vice-pres. and asst. to the pres. of American Motors Corp., since 1954. Born Winchester, Mass. Graduate of Harvard Graduate School of Business Adm. Entered automobile business in 1947 as asst. to vice - pres., Nash-Kelvinator Corp.

BROWN, WILLARD W., pres. of Cleveland Graphite Bronze Co., Div. of Clevite Corp. since 1955. Born Cleveland, O., June 11, 1915. Yale Univ. Entered automobile business in 1951 with Cleveland Graphite Bronze Co.

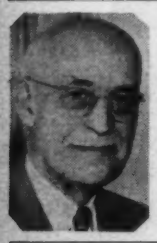
BROWNYER, NELSON R., with Timken - Detroit Axle Division, Rockwell Spring and Axle Co. as vice-pres. since 1945. Born in Bay City, Mich., July 10, 1900. Entered automobile business in 1917 at Detroit with Paige Motor Car Co. as draftsman.

BRIDGE, FRANK V., gen. sales mgr., Pontiac Div. since 1956. Born in Plankington, S. D., Jan. 22, 1904. Univ. of S. D., S. D. School of Mines. Entered automobile business as a Buick retail salesman at Rapid City, S. D., in 1930.

BRIGGS, CLARE E., with Chrysler Div. as vice-pres. in charge of sales. Born Port Huron, Mich., Aug. 25, 1901. Detroit Institute of Technology, B.Sc. degree. Entered automobile business in 1923 at Detroit with Paige-Detroit Motor Car Co. as clerk.

BRIGGS, JOHN H., with The Gabriel Co. as pres. since 1941. Born in Cleveland, O., in 1906. Yale grad. Harvard grad. Entered automobile business in 1940 with Gabriel.

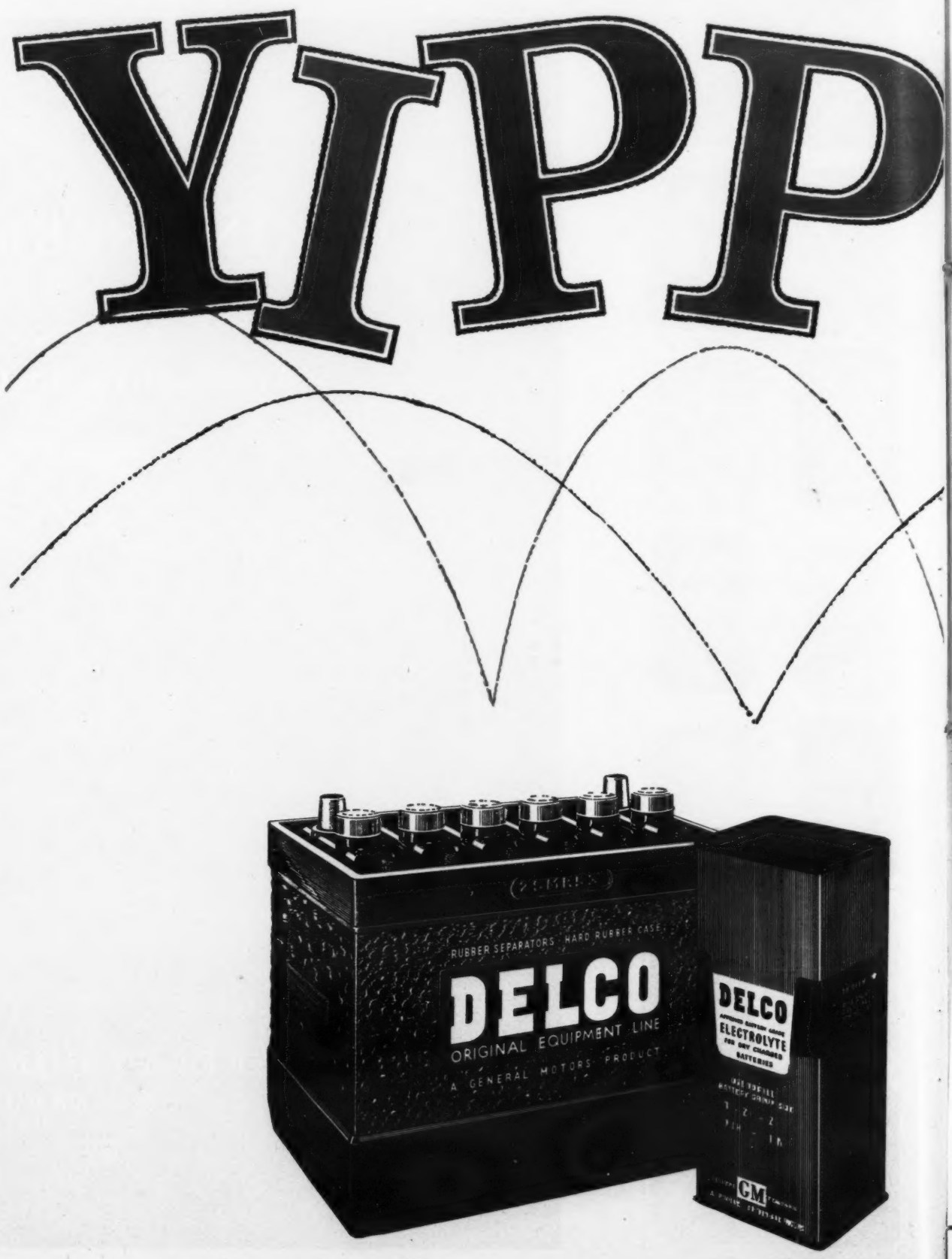
BRIGHT, R. S., group exec. in charge of the Chrysler Corp. Engine and Transmission Group since Jan., 1956. Born in Plaindealing, La., May 21, 1912. Graduated from Univ. of Tennessee. Entered automobile business with Chrysler in 1938.



BRODIE, GEORGE H., with Studebaker - Packard Corp. as vice-pres. of government and industrial products division. Born in Pittsfield, Mass., Sept. 1, 1888. Entered the automobile business immediately following graduation from Detroit's Eastern High School. Joined Packard Motor Car Co. in 1907.

BROTHER, DORAN P., with D. P. Brother & Co. as pres. since 1934. Born in Missouri. Entered automobile business in 1918.

BROWDER, GEORGE R., asst. sales mgr. of Hudson Div., American Motors Corp., since March, 1956. Born Henderson, Ky., 1897. Entered automobile business in 1919 with General Motors sales department.



AUTOMOTIVE NEWS FAMILY ALBUM

BUDD, EDWARD G., JR., with Budd Co. as pres. since 1946. Born in Philadelphia March 23, 1902. Wesleyan Univ., B.S. degree. Entered automobile business in 1923 at Philadelphia with Budd Co. as apprentice.

BULLARD, E. C., with The Bullard Co. Pres. and gen. mgr. Born in Bridgeport, Conn. Curtis School, Brookfield, Conn. Sheffield School of Yale, M. E. Entered automobile business in 1917 with The Bullard Co.

BUSH, EARL J., with Diamond T Motor Car Co. as pres. and treas. since 1946. Born in Topeka, Kans., May 12, 1891. Washburn College, Northwestern Univ. Entered automobile business in 1919 at Chicago with Diamond T Motor Car Co. as asst. sales mgr.

BUTLER, ARTHUR C., Natl. Hwy. Users Conference, director since 1945. Born Newport, R. I., in 1904. Entered automotive field in 1930 in motor truck public relations, National Automobile Chamber of Commerce in New York.

CALHOUN, C. H., sales manager for Hudson Motors Eastern Division. Joined the company in 1935 as assistant manager of the New York zone. Appointed New York zone manager in 1940, and divisional sales manager in 1945.

BUGAS, JOHN S., with Ford Motor Co. as vice-pres., industrial relations since 1946. Born Rock Springs, Wyo., Apr. 26, 1908. Univ. of Wyo. LL.B., LL.D. Entered automobile business with Ford Motor Co., 1944.

BURKE, JOSEPH D., with Universal Sales, Inc. as vice-pres. and gen. sales mgr. since 1950. Born Detroit, Mich. Western High School. Entered automobile business in 1909 at Detroit with E.M.F. Co. as student trainee.

BUTLER, ALDIS P., vice-pres. of Young & Rubicam, Inc., since 1953. Born New Haven, Conn., Dec. 7, 1913. Dartmouth College, A.B. degree. Entered automobile business in 1955 at Detroit as contact supervisor of Young & Rubicam, Inc.

BUZARD, R. M., with International Harvester Co. as manager of sales, Motor Truck Div., since December 31, 1953. Born Ashland, O. Ashland college. Entered automobile business in 1922 at Ashland, O., with International Harvester Co.

CALL, HARRY G., vice-pres. of The Electric Auto-Lite Co., since 1951. Born Mt. Sterling, Ohio. Ohio State Univ. Entered automobile business in 1926 as accountant with Brown Manufacturing Co.

CALLANAN, EDWARD A., with Brown Rubber Co., Inc., Lafayette, Ind., as pres. and gen. mgr. since 1940. Born in Springfield, Mass., June 3, 1889. Entered automobile business in 1914 at Toledo, O., with Willys-Overland Co. as pur. agt.

CAMP, T. L., gen. mgr. of Federal-Mogul Service Div. Vice-pres. of Federal-Mogul-Bower Bearings, Inc. Born Atlanta, Ga., Apr. 22, 1905. Entered automotive field in 1925 with Automotive Gear Co. Joined Federal-Mogul in 1930.

CAMPBELL, L. J., with Firestone Steel Products Co. as pres. since 1952. Born Washington, D.C., Oct. 27, 1906. New York Univ., B.C.S. degree. With Firestone since 1942.

CAPPI, JOSEPH A., vice-pres. of The Electric Auto-Lite Co. since 1950. Born Norfolk, Va. New York Univ., Univ. of Toledo. Entered automobile business in 1925 at Brooklyn with Safe-T-Stat Co.

CARGILE, L. CLARE, former pres. Nat'l. Automobile Dealers Assn. Born Bentonville, Ark., 1894. Univ. of Arkansas, B.A. Kappa Sigma. Entered automobile business in 1923 at Texarkana, Ark., as dealer.

CARLSON, LESTER F., with Oldsmobile Div., GMC, gen. merch. mgr. Joined GM in 1942. Entered automobile business in 1936 at Portland, Ore., with D. P. Brother Co., Inc., as pub. dir.

CARLSON, RAYMOND EARL, Tung-Sol Lamp Works, Inc., vice-pres. and dir. Born Bear Lake, Mich., Nov. 8, 1890. Univ. of Mich., B.E.E. Chmn. Soc. Auto Engrs. lighting committee. Vice-Pres., dir., Radio, Television Mfrs. Assn.

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AUTOMOTIVE NEWS FAMILY ALBUM

CARON, JOHN H., with Chrysler div. Chrysler Corp. as adv. mgr. since 1945. Born in Louisville, Ky., Feb. 20, 1895. Business sch. Entered automobile business in 1920 at Indianapolis with Homer McKee Co. as prod. man.

CARRIGAN, TRACY, mgr. of eastern operations of John Bean Div., Food Machinery & Chemical Corp., since 1933. Born Centralia, Ill., 1906. Univ. of Ill., B.S. degree. Entered automobile business in 1926 at Detroit as engine tester with Packard Motor Car Co.

CASKEY, JOHN E., vice-pres. of U. S. Rubber Co. and gen. mgr. of Naugatuck Chemical Division. Born Fairmount, Indiana. Ohio State University, chemistry degree. Entered automobile business in Naugatuck with Naugatuck Chemical division.

CASSERLY, JOHN P., mgr. national accounts, Automotive Div., Exide, Willard, Grant, The Electric Storage Battery Co. Born Far Rockaway, N. Y. Aug. 11, 1912. Rensselaer Polytechnic Inst., Univ. of Mich., E.E. degree. Entered automobile business in 1937 at Philadelphia with The Electric Storage Battery Co.

CHAMBERS, R. W., marketing mgr.—sales planning of Mercury Div., Ford Motor Co., since 1955. Harvard Univ., Dr. degree in marketing. Entered automobile business in 1950 at Detroit as mgr. of market research at Lincoln-Mercury Div.

CARPENTER, FRANK G., gen. sales mgr. of Delco Products Div., General Motors Corp., since 1955. Born Baltimore, Md., Sept. 25, 1896. Univ. of Penna. Entered automobile business in 1922 as serv. mgr. of Klaxon Horn Co., General Motors Corp.

CASERIO, MARTIN J., chief engr. of automotive products of AC Spark Plug Div., General Motors Corp., since 1955. Born Laurium, Mich. Mich. College of Mining and Tech., B.S. degree. Entered automobile business in 1937 at Flint in metal research dept. of AC Spark Plug Div.

CASS, ROBERT, with White Motor Co. as asst. to the pres. since 1951. With the firm since 1925. Born London, England, 1896. London Univ. Entered automobile business in 1925 with present company as engr. sec.

CASTLES, DAVID E., pres. Castles Wilson Buick Co., St. Louis. Past pres. and regional vice-pres. NADA. Born Kansas City, Mo. Entered automobile business in 1909 at Dallas, Tex., with Buick in parts department.

CHAPIN, ROY D. JR., vice-pres. since 1956 and treas. since 1955 of American Motors Corp. Born Grosse Pointe, Mich., Sept. 21, 1915. Graduate of Yale Univ. Entered automobile industry in 1938 with engrg. dept. of Hudson Motor Car Co.

CHAPMAN, E. J., Pontiac asst. gen. sales mgr. since 1949. Born Dec. 27, 1902 at Oakland, Calif. Entered automobile field as San Mateo (Calif.) dealership sales mgr. in 1929. Attended St. Mary's College in Oakland.

CHAPMAN, EDMUND S., with Clayton Manufacturing Company as exec. vice-pres. since 1943. Born in Chicago, Ill. 1895. University of Wis. Entered automobile business in 1929 at Detroit with Chrysler Corp. as staff master mechanic.

CHAYNE, CHAS. A., with General Motors as vice-pres. in chg. of engrg. staff. Born in Harrisburg, Pa., in 1898. B.S. from Mass. Inst. Tech. Theta Xi fraternity. Entered automobile business in 1926 at Williamsport, Pa., with Lycoming Mfg. Co. as exp. engr.

CHRISTENSON, LEROY W., with The Cleveland Graphite Bronze Co., div. of Clevite Corp. since 1924; vice-pres. sales since 1948. Born Reno, Nev., Sept. 2, 1895. Entered automobile business in 1915 at Cleveland, O., with Grant Motor Car Co. as gen. mech.

CHRISTIAN, FRANK T., with Eclipse Mach. Div., Bendix Avia. Corp., as chief engineer since 1945. Born Elmira, N. Y., Jan. 5, 1907. Bucknell University, M. E. degree. Entered automobile business in 1929 with Eclipse Mach. Co. as engineer.

CHRISTOPHER, RAYMOND F., with Sun Electric Corp. as vice-pres., dir. sales promotion, Export Div. Born Primghar, Ia., in 1897. Buena Vista, bus. adm. Entered automobile business in 1921 at Omaha, Neb., with O. L. Rhoades Co., as sales representative.

CHURCHILL, HAROLD E., gen. mgr. of Studebaker Div., Studebaker-Packard Corp. Born Penn, Mich., July 4, 1903. Western State Teachers College; Univ. of Mich. Entered automobile business in 1925 with Dodge in Detroit. Joined Studebaker 1926, as a draftsman.

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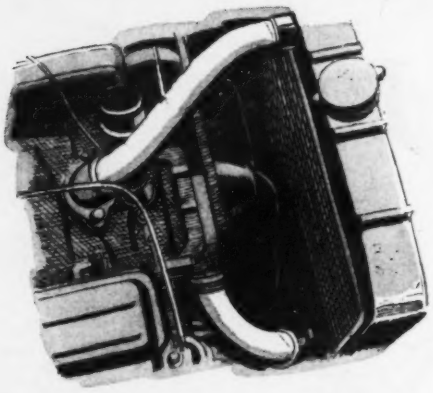

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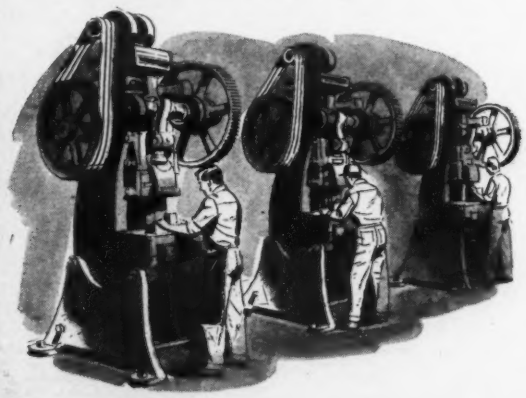

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AUTOMOTIVE NEWS FAMILY ALBUM

CLARK, RENSSELAER W., pres. of Hayes Metal Prod. Div., United Industries Corp., since 1940. Born in Hudson Falls, N. Y. Aug. 18, 1885. U.S. Naval Acad. Entered automobile business with Hayes Mfg. Corp. as pres

COLLINS, ROBERT L., mfg. mgr. of Special Products Div., Ford Motor Co. since 1956. Born Mt. Vernon, N.Y. Univ. of Mich., B.S.E. degree. Entered automobile business in 1949 with Ford Div.

COLLYER, JOHN L., with B. F. Goodrich Co., Akron, O., as pres., 1939 to 1950; chmn. and pres., 1950 to 1954; chmn. of the board, 1954. Born in Chelsea-on-Hudson, N. Y., Sept. 18, 1893. Cornell Univ., M.E. Entered automobile business in 1923 at Buffalo with Dunlop Tire & Rubber Co. as vice-pres.

COMPTON, RUSSELL R., Western div. sales mgr. of Nash Motors Div., American Motors Corp., since 1955. Joined Nash in 1940 as district mgr. at Charlotte, N. C. Entered automobile business in 1929 at Charlotte with Chevrolet.

CONDON, JOHN T., dir. of Dealer Council and on president's staff of Chrysler Div., Chrysler Corp. Entered automobile business as parts mgr. for Maxwell Motor Co.

CLARK, WILLIAM E., general manager of the textile division of U.S. Rubber Company since 1951. Born Cannonsville, N. Y., Feb. 28, 1905. Entered automobile business at Binghampton with Standard Oil Co. of N. Y.

COLLINS, ROBERT T., gen. sales mgr. of New Departure Div., General Motors Corp., since 1953. Born Hartford, Conn., 1910. Alleghany College, Univ. of Penna., C. E. degree, Boston U. M. A. With New Departure Div. since 1941.

COLMAN, BEN, vice-pres. Evans Products Co., pres. Greenville-Evans Co.; vice-pres., National Defense Transportation Assoc. Born Mine LaMotte, Mo., Jan. 7, 1894. Univ. of Missouri. Entered automobile business in 1926 at Plymouth, Mich., as sales engr. of Evans Products Co.

CONDER, ROBERT W., with Chrysler Corp. as vice-pres. since 1952 and dir. of industrial rel. since Feb., 1951. Born Indianapolis, Ind., Aug. 25, 1903. DePauw Univ., B.A.; Univ. of Mich. law school. Entered automobile business in 1936 in legal dept. of Chrysler Corp.

CONLON, JAMES L., with Buick-Oldsmobile-Pontiac Div. of General Motors Corp. as gen-mgr. since May, 1952. Born Port Lambton, Ont., July 24, 1895. Univ. of Detroit. Entered automobile business in 1925 at Detroit with Ternstedt Div. as experimental mechanic and draftsman.

CLEARY, JAMES M., with Roche Williams & Cleary, as vice-pres. since 1933. Born Hubbell, Neb., 1887. Univ. of Illinois, A.B. degree; Northwestern Univ., LL.B. Chicago Tribune 1907-1925; Studebaker 1925-1932; White 1933.

CLOUSER, WALTER A., with Muskegon Piston Ring Co. as vice-pres. in chge. of sales. Born in Philadelphia, Pa., 1897. Entered automobile business in 1914. Joined Muskegon Piston Ring in 1944 and became mgr. of the Detroit Office.

COATS, GEORGE S., asst. gen. sales mgr. in charge of field operations of Mercury Div., Ford Motor Co., since 1955. Born Cresco, Ia. G. M. School of Technology, Cass Institute of Technology. Entered automobile business in 1938 with Ford Motor Co.

COHILL, JOHN L., assistant to the pres. of The Firestone Tire & Rubber Co. since 1949. Born Altoona, Pa. Mar. 25, 1894. Carnegie Institute of Technology, Royal Military Acad., England, and Oxford Univ. Entered automobile business in 1920 in India with Firestone distributors.

COLBERT, L. L., pres. of Chrysler Corp. since Nov. 3, 1950. Born in Oakwood, Tex., June 13, 1905. Univ. of Tex., B.B.A.; Harvard Law School, LL.B. Entered automobile business in 1933 at Detroit with Chrysler Corp. as resident attorney.

COLE, EDWARD N., with Chevrolet Motor Div. of GM Corp. as chief engr. since May, 1952. Born Marne, Mich., Sept. 17, 1909. Graduate GM Institute. Entered automobile business in 1933 as laboratory asst., Cadillac engineering dept.

COLLINS, DON H., with Hastings Mfg. Co. and Casite Div. as dir. of adv. since 1946. Born in Hoopeston, Ill., Jan. 25, 1902. High school. Entered automobile business in 1920 at Indianapolis with Sidener-Van Riper Adv. as leg man for prod. (Eclipse Bendix Drive, Perfect Circle) dept.

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AUTOMOTIVE NEWS FAMILY ALBUM

CONNER, RAY C., automotive sales mgr. of Vickers, Inc., since 1954. Born Los Angeles, Calif., Nov. 11, 1916. U.C.L.A., Stanford Univ., B.S. degree in engrg., M.E. degree. Entered automotive engineering field in 1940 at Aberdeen Proving Grounds.

COOPER, BERRY W., with General Motors Corp., gen. mgr. Delco Radio Div. Born Dec. 10, 1893, at Greenfield, Ind. Earlham college, and Ph.B., Univ. of Chi. Joined GM Aug., 1919 as accountant for Delco-Remy Div., Anderson, Ind.

COPP, HARLEY F., dir. of engrg., Lincoln Div., Ford Motor Co. Born Eudora, Kans., July 5, 1922. Edison Institute of Technology. Entered automobile business in 1946 at Dearborn as engine designer with Ford Motor Co.

COSGRAVE, EARL J., vice-pres. of Sheller Mfg. Corp. Born Albany, N. Y., July 1, 1890. Entered automobile business in 1917 at New York as sales mgr. of a Ford dealership.

COTES, MERVIN F., with Motor Wheel Corp. as pres. and gen. mgr. since 1952. Born Peoria, Ill., Sept. 8, 1899. Univ. of Ill. B.S. degree. Joined Motor Wheel Corp. in Sept., 1932, as dir. of sales for the Duo-Therm Div.

COOK, HOWARD J., with Chrysler Corp. as director, Chrysler Conference of Sales Training since 1949. Born 1892 at Detroit. Entered automobile business in 1910 with Ford and E.M.F. Co. Joined Chrysler Corp. in 1927 as exec. asst. to gen. sales mgr.

COPE, JAMES, with Chrysler Corp. since 1944, as vice-pres. since 1952. Born in Genoa, Italy, in 1904. Entered automobile business in 1934 at Washington with Auto Mfrs. Assn.

CORTRIGHT, J. A., vice-pres. in charge of sales; with Clayton since 1935. Born Seattle, Wash., Nov. 19, 1893. High school. Entered automobile business in 1914 at Salt Lake City, Utah, with Bertram Motor Supply Co. as stock clerk.

COSTELLO, JOSEPH A., with Ethyl Corp. as vice-pres. since 1949. Born Scranton, Pa., Dec. 27, 1900. Penn. State Univ. B. S. Entered automobile business in 1928 with Ethyl Corp. as field rep.

COUNTRYMAN, RALPH L., vice-pres. and sales mgr. of Allen Electric & Equip Co. since Jan., 1955. Born Mandan, N. D., June 6, 1904. Northwestern Univ., B.S. degree. Entered automobile business in 1925 with Firestone Tire & Rubber Co.

COUPER, THOMAS, with L. A. Young Spring & Wire Corp., Detroit, as vice-pres. in chge. of sales and adv. since 1926. Born Toronto, Can., Nov. 8, 1905. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as timekeeper.

COURAGE, WILLIAM L., with Hudson Motors as dir. of sales admin. Born Harbor Grace, Nfld., Jan. 14, 1902. Entered automobile business in 1922 at Detroit with Hudson Motor Car Co. as secy. to stores mgr.

COURTNEY, LESTER H., vice-pres. and gen. mgr. of Herman Body Co. since 1953. Born Providence, R. I., 1914. Entered automobile business in 1937 at St. Louis as engineer at Herman Body Co.

COUTURE, ALLEN B., with Engr. Div. of Chrysler Corp. as exec. engr., experimental, since 1952. Born LaSalle, Mich., July 5, 1890. Entered automobile business in 1909 at Toledo, O., with Pope Toledo Co. as experimental engr.

COWAN, ED., JR., national used car mgr. of Chevrolet Motor Div. since 1955. Born Detroit, Mich., May, 1898. Entered automobile business in 1935 as Detroit district rep. at Chevrolet Div.

CRAIG, CHARLES W., dir. of pub. relations, Plymouth Div. since 1955. Born Peekskill, N. Y., Sept. 25, 1917. Became associated with Ivy Lee & T. J. Ross, pub. relations counsel for Chrysler Corp., in Detroit in August, 1946. Transferred to corp. pub. rel. dept. in 1951.

CRAWFORD, FREDERICK C., with Thompson Products, Inc., chmn. of the bd. since Apr. 1, 1953. Born Watertown, Mass., 1891. Harvard Univ., A.B., M.C.E. degrees, P.B.K. fraternity. Entered automobile business in 1916 with Steel Products Co.

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AUTOMOTIVE NEWS FAMILY ALBUM

CREAMER, JOHN F., pres. of Wheels, Incorporated since 1920. Born Fall River, Mass., Dec. 19, 1894. Amherst College. Entered automobile business in 1916 at Detroit with Cadillac Motor Car Co.

CROWLEY, A. H., asst. gen. sales mgr., staff activities of Mercury Div., Ford Motor Co. Entered automobile business in 1923 in Boston. Associated with Lincoln and Mercury since 1926.

CURTAN, CORNELIUS R., with Chrysler Div., Chrysler Corp. as midwestern sales mgr. since Feb., 1953. Born Denver, Colo., Nov. 14, 1915. Univ. of Texas. Joined Chrysler Corp. in Jan., 1946, as district mgr. of Omaha of Chrysler Div.

CUSHMAN, EDWARD L., vice-pres. in charge of indus. relations of American Motors Corp. since 1955. Born Apr. 6, 1914 in Boston. Graduated from Univ. of Michigan in 1937. Entered automobile business in 1954 with American Motors Corp. as dir. of industrial relations.

CUTTER, JOHN L., national public rel. dir. of Chevrolet Motor Div. since 1955. Born Indianapolis, Ind. 1910. Formerly UP Washington correspondent.

CRISMAN, NORRIS E., mfg. mgr. of Continental Div., Ford Motor Co., since 1956. Lawrence Tech, DIT, Wayne Univ. Entered automobile business in 1935 with Ford Motor Co.

CRUSOE, LEWIS D., exec. vice-pres., car and truck divisions, Ford Motor Co. Born in Mora, Minn., Feb. 25, 1895. Attended Univ. of Wisconsin, Univ. of Detroit, M.C.S. Entered automobile business in 1913 at Detroit with Fisher Body Co. as shop clerk.

CURTICE, HARLOW H., pres. General Motors Corp. since Feb. 2, 1953. Born Eaton Rapids, Mich., Aug. 15, 1893. Ferris Inst. Entered automobile business in 1914 at Flint, Mich., with AC Spark Plug Div., as bookkeeper.

CUTLER, GEORGE J., dir. of service of Plymouth Div. since June, 1955. Graduate of Univ. of Calif., degree in industrial education. Teacher of auto-mechanics for nine years. Joined Chrysler Corp. in 1946 as Los Angeles serv. rep.

DAISLEY, ROBERT H., with Eaton Mfg. Co. since 1922. Adm. vice-pres. since 1954. Born in Brooklyn, N. Y., April 3, 1897. N. Y. public schools. Entered automobile business in 1916 at Long Island City with General Vehicle Co. as metallurgist.

CRISP, PARK P., with Firestone Industrial Prod. Div., Firestone Tire & Rubber Co., as pres. since 1939. Born Akron, O., June 7, 1893. Univ. of Akron, B.S. degree. Entered automobile business in 1916 at Akron with Miller Rubber Co. as chemist.

CRITCHFIELD, ROBERT M., with Pontiac Motor Div., as gen. mgr. and vice-pres. General Motors Corp. since July, 1952. Born Columbus, O., Nov. 9, 1894. Ohio State Univ., B in E.E. degree. With GM Corp. since 1921.

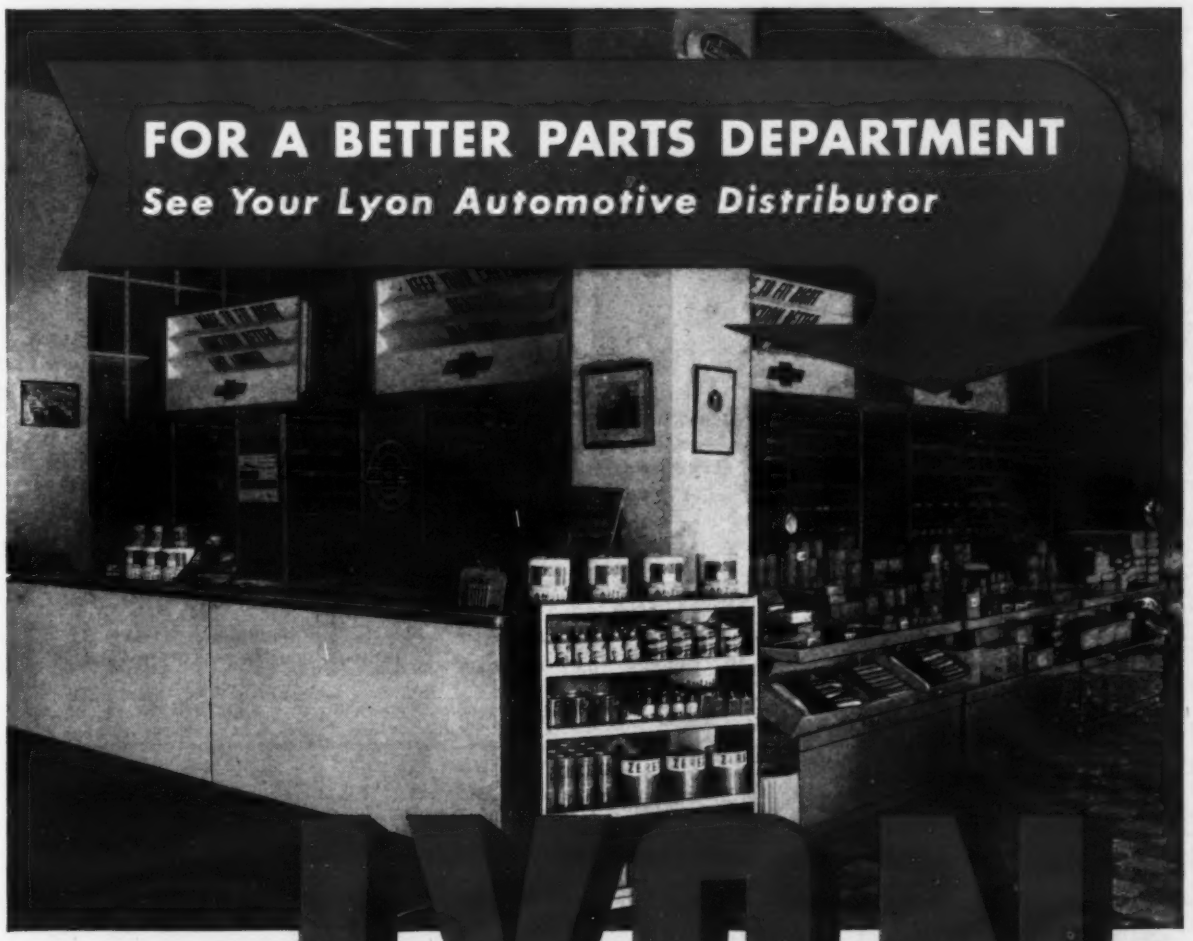
CROCKETT, ALBERT G., dir. of sales development of Mack Trucks, Inc. since 1953. Born London, England, April 10, 1909. College of Preceptors, England, M.I.T., City College of N. Y. Entered automobile business in 1928 at New York as engineer at Mack Trucks, Inc.

CRONIN, JOHN J., with General Motors Corp., vice-pres. mfg. staff. Born Feb. 10, 1895, in Detroit. A.B. degree, 1915, Univ. of Detroit. Joined Fisher Body Div. of General Motors Corp. June 1, 1918.

CRONIN, WILLIAM J., with Automobile Mfrs. Assn. as mng. dir. since 1948. Born Andover, Mass., Dec. 28, 1892. Boston Univ., LL.B.; N. Y. Univ., M.B.A. Entered automobile business in 1933 at Detroit with Automobile Mfrs. Assn. as mgr., manufacturing dept.

CROSS, FREDERICK R., with Stewart - Warner Corp., Chicago, as dir. of adv. since 1933. Born Houghton, Mich., Feb. 20, 1895. Kenyon College, Ph.B. Entered automobile business in 1924 at Chicago with Alemite Corp. as asst. to adv. mgr.

CROWDER, CHARLES R., with Van Norman since 1929, pres. and dir. Van Norman Machine Co. since Dec., 1955. Also dir. of Van Norman Automotive Equipment Co. Born in Blackstone, Va., March 1, 1907. Entered automobile business in 1926 at Washington with Parkway Motor Co. as salesman. Past pres. National Standards Parts Assn.



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AUTOMOTIVE NEWS FAMILY ALBUM

DALEY, FREDERICK M., pres. of Sponge Products Division, B. F. Goodrich Co., since 1954. Born August 1, 1897. Dartmouth College, A.B. degree. Entered automobile business in 1919 at Naugatuck, Conn., with U. S. Rubber Co.

DARLING, A. C., with Borg - Warner Service Parts Co., Sub. Borg-Warner Corp., since 1929, as pres. and gen. mgr. since 1943. Born June 9, 1896, in Kewanee, Ill. Entered automobile business in 1914 as clerk with Borg & Beck Co.

DAVIS, JOHN R., vice-pres., group executive, and member of bd. of dir. Ford Motor Co. Born Oil City, Pa., Nov. 10, 1894. Detroit Coll. of Law, LL.B. degree. Entered automobile business in 1919 at Detroit with Ford Motor Co. as salesman.

DAWSON, HILARION D., with General Motors Corp., gen. mgr. Delco-Remy Div., Anderson, Ind. Born at Salem, N. Y., Aug. 17, 1897. Graduated Norwich Univ., 1919. Joined Delco-Remy in 1925.

DAY, VICTOR B., pres. of Bear Mfg. Co. since 1953. Born Davenport, Iowa, 1905. Univ. of Iowa, PHG degree. Entered automobile business in 1936 at Rock Island, Ill., as asst. to the pres. of Bear Mfg. Co.

DANIELS, HENRY B., gen. sales mgr. of Lincoln Div., Ford Motor Co., since 1955. Born in Dorset, Vermont, on Apr. 7, 1910. Entered automobile business in June, 1933, as a retail car salesman in Detroit.

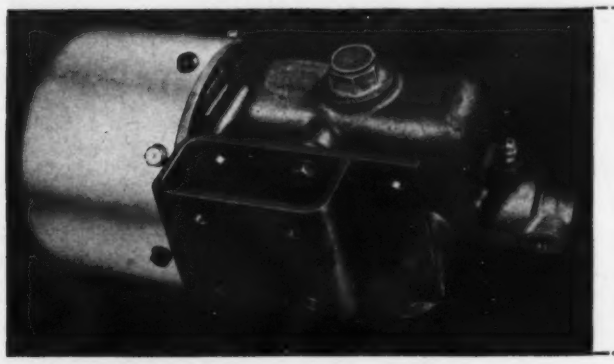
DAVIS, D. J., vice-pres. of mfg. of Ford Motor Co. since 1955. Born Detroit, Mich., Apr. 8, 1902. Entered automobile business in 1922 with Cadillac Div. of General Motors Corp.

DAVIS, PAUL R., sales mgr., eastern region of Mercury Div., Ford Motor Co., since Aug., 1955. Born in Huntsville, Ala., Jan. 30, 1903. Georgia Tech., B.S. Elec. Eng. Entered automobile business in 1924 at South Bend with Studebaker Corp. as sales trainee.

DAY, GEORGE H., II., with Lumite Div., Chicopee Mills, Inc., as vice - pres. and gen. sales mgr. since Mar., 1949. Born New York City May 12, 1908. Pomfret school, Yale Univ. Entered automobile business in 1944 at New York City with Chicopee Mfg. Corp. as sales mgr.

DEACON, K. C., vice-pres. and truck operations mgr. of Dodge Div., Chrysler Corp., since Nov., 1955. Born Oconto, Wis., Dec. 24, 1905. Entered automobile business in 1926 as student apprentice at Dodge Div.

For safer air brakes, use these WAGNER AIR BRAKE COMPONENTS



Wagner Power Cluster... the key to safer air-over-hydraulic actuation

Stops up to 26,000 G. V. W. per axle on vehicles equipped with the proper heavy-duty hydraulic foundation brakes.

If you want to add air power to vehicles with standard hydraulic brakes the Wagner Power Cluster is the answer. This amazingly uncomplicated device can convert 100 p.s.i. of air pressure into 1500 p.s.i. of hydraulic pressure. It's safer too, because it permits independent braking on each axle. Your mechanics don't have to be engineers to install the Wagner Power Cluster. It does away with leverage and power cycle calculations...special levers and brackets. Field installations are easy.

COMPACT, SIMPLE CONSTRUCTION—Power Cluster consists of a standard hydraulic master cylinder and a single piston air cylinder.

PROVIDES UP TO 1500 p.s.i. HYDRAULIC LINE PRESSURE—Hydraulic pressure is delivered in an unvarying amount of air pressure metered through the brake application valve.

NO EXTERNAL STRESSES—All braking stresses are balanced out within the self-contained unit.

NEGLIGIBLE FRICTION LOSSES—Efficiency is high because there is no linkage to increase friction loss.

BRAKE ADJUSTMENT INDICATOR—Power cluster "stroke travel indicator" indicates the need for foundation brake lining clearance adjustment.

MINIMUM INVENTORY—Three standardized units provide for every trucking requirement.

SIMPLE FIELD INSTALLATION—No leverages or stresses to calculate. Simply replace vehicle master cylinder with power cluster of comparable size.

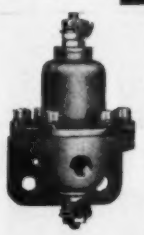
ACCESSIBLE LOCATION—The power cluster may be located in any accessible position on the vehicle chassis. It is easily protected from road splash and dirt.

SEPARATED HYDRAULIC SYSTEMS—Operational use of two power clusters provides hydraulic braking systems on each axle when required.

HAND CONTROL VALVE

A "self-compensating action" releases air pressure in direct proportion to hand pressure on handle... permits driver to apply any degree of braking action needed for safe, sure stopping... unit may be mounted on dash or steering column.

SAFETY AND WARNING DEVICES



LOW PRESSURE INDICATOR
Warns if reservoir tank pressure should drop below the safe operating limit.

PRESSURE REDUCING VALVE
Used whenever necessary to control maximum delivered pressure at a value lower than pressure in main reservoir. It may be used with an auxiliary reservoir if a large volume of air at reduced pressure is required.

AIR GAUGE

AIR STOP LITE SWITCH

SWITCH AND BUZZER

SAFETY VALVE

Wagner Electric Corporation 6431 PLYMOUTH AVENUE • ST. LOUIS 14, MO., U. S. A.

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID • NoRoL • CoMoX BRAKE LINING • AIR BRAKES • AIR HORNS • TACHOGRAPHS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES

DECKER, JOSEPH K., dir. of purchases of AC Spark Plug Div., General Motors Corp., since 1955. Born Olney, Ill., 1912. Univ. of Ill. B.S.M.E. degree. Entered automobile business in 1938 as student engr. at AC Spark Plug Div.

DeHART, HENRY T., with GMC Truck and Coach Div., General Motors Corp. as adv. mgr. since 1929. Born in Lafayette, Ind., 1894. Purdue Univ., B.S. Entered automobile business in 1921 in Lansing, Mich., with Reo Motor Car Co. as asst. adv. mgr.

DEIBLER, ROBERT H., Pacific Coast advertising representative of Automotive News since 1940. Born in Conneaut, O., in 1894. Western Reserve Univ., A.B. Entered automobile business in 1919 at Cleveland, O., with Oldfield Tire & Rubber Co., as sales prom. mgr.

DELANEY, GEORGE A., Chief engr. of Pontiac since 1946. Entered auto field with Paige Detroit Motor Car Co., 1920, as product engr. Graduated with Engineering B.S. from Univ. of Missouri (Columbia). Born in Centerview, Mo., Feb. 11, 1895. 1956 Pres. of SAE.

DELANEY, THOMAS J., dir. of adv. and sales prom. of White Motor Co. since 1955. Born Philadelphia, Pa., 1908. Univ. of Pa., B.A. degree. Entered automobile business in 1934 as salesman at Autocar Co.

DELAPLAIN, J. C., vice-president and gen. mgr. of Willys-Overland Export Corp. Univ. of Ill. Entered automobile business in 1933. Joined Kaiser-Frazer Corp. in 1947 as dir. of sales, eastern hemisphere.

DELAUNEY, ALLEN M., with Pacific Finance Corp. as exec. vice-pres. and dir. since 1942. With PF since 1927. Born Baltimore, May 5, 1891. Entered automobile finance business in 1924 at Baltimore with Manufacturers Finance as clerk.

AUTOMOTIVE NEWS FAMILY ALBUM

DE LONG, CLYDE O., with B. F. Goodrich Co. as president of Industrial Products Division since June, 1953. Miami University. Associated with B. F. Goodrich Co. since 1928, starting as clerk in the industrial products sales division.

DEWITT, MORTIMER C., with Champion Spark Plug Co. as vice-pres. since 1921. Born San Francisco. Entered automobile business in 1904 at San Francisco with Jeffery-DeWitt Co.

DIEHL, LLOYD H., pres. of Detroit Gasket and Mfg. Co. since 1923. Born May 15, 1896. Entered automobile business in 1912 at Chalmers Co.

DINSMORE, Dr. RAY P., with Goodyear Tire & Rubber Co. as vice-pres. since 1943. Born Tewksbury, Mass., April 24, 1893. M.I.T., B.S. chem. engr. Entered automobile business in 1914 at Akron with Goodyear Tire & Rubber Co. as technical staff member.

DOMAN, CARL T., with Ford Motor Co. as national service mgr., Ford Div., since 1950. Born Elbridge, N. Y., on Feb. 24, 1900. Univ. of Mich. B.S. in E.E., A.E.E. Entered automobile business in 1922 at Syracuse, N. Y., with H. H. Franklin Mfg. Co., as electrical engr.

DeMOTT, R. H., with S K F Industries, Inc., as pres. 1950-1955, chmn. of the board since Jan., 1956. Born Tenafly, N. J. Stevens Inst. of M. E. Entered automobile business May 2, 1915, at New York City with SKF Industries as sales engr.

DIEHL, EDWARD W., secy.-treas. of Detroit Gasket and Mfg. Co. since 1923. Born Jan. 24, 1894. Entered automobile business in 1913 at King Motor Co.

DIETZ, ARTHUR O., chairman of Commercial Investment Trust Inc. Joined C.I.T. in 1919. Born St. Paul, Minn., 1893. Entered automobile finance business in 1916 at New York, N. Y., with Continental Guaranty Co. as salesman.

DOERFNER, WILLIAM H., with Saginaw Steering Gear Div., GM, as general manager since 1941. Born Saginaw, Mich., 1899. Central Michigan College. Entered automobile business in 1919 at Saginaw with Saginaw Malleable Iron, Div. GM, as timekeeper.

DONALDSON, BEN R., director of the office of institutional advertising, Ford Motor Co. since 1954. Born Grand Rapids, Mich., July 18, 1893. Western Michigan College. Joined Ford March 3, 1919. Later became export adv. mgr.

DEMRICK, CARL J., vice-pres. in chge. of mfg. of Plymouth Div., Chrysler Corp., since 1954. Born Macomb Co., Mich., March 31, 1915. Entered automobile business in 1934 with Plymouth Div., Chrysler Corp. in materials handling department.

DEN UYL, SIMON D., with Bohn Aluminum & Brass Corp. as pres. since Feb. 28, 1949. Born Holland, Mich., Apr. 21, 1896. Hope Coll. Entered automobile business in 1919 at Detroit with Charles B. Bohn Foundry Co. as bookkeeper.

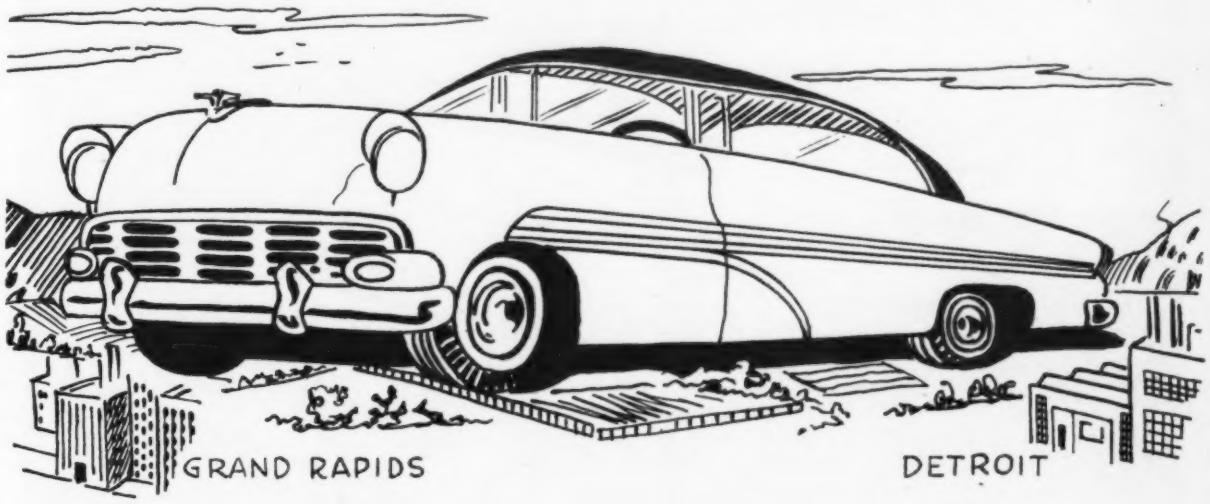
DEREMER, FLOYD E., with Oldberg Mfg. Co. as vice-pres., engrg., since 1935. Born in Pa. Nov. 2, 1899. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as lab. technician.

DERVIN, JAMES J., with Reo Motors, Inc., as vice-pres. and asst. to the pres. director of material since Jan., 1955. Born New York City Apr. 12, 1899. High school. Entered automobile business at New York with General Vehicle Co.

DESMOND, LEE F., vice-pres. of Dodge Div., Chrysler Corp., since Sept., 1955. Born New Brunswick, Canada, May 22, 1898. Gonzaga Univ. Entered automobile business in 1921 as retail salesman.

DeVILBISS, HOWARD P., with DeVilbiss Co. as pres. since 1944. Born Toledo, O., 1908. Univ. of Mich. Has been associated with the auto industry through the mfg. and engrg. of standard and special finishing facilities for both the car mfrs. and dealer serv. establishments since 1928.

DEVOR, JENNER H., with Wagner Electric Corp. as pres. since 1950. Born Fort Loudon, Pa., May 20, 1891. Mercersburg, Acad., Penn State, E.E. Entered automobile business in 1912 at St. Louis with Wagner Electric Corp. as apprentice.



Custom Model for the Baltimore Market

TAKE all the cars sold in the Baltimore market in 1955. Roll them all into one super-size limousine and you'd have an automobile whose rear bumper would be passing through Detroit as the hood hit Grand Rapids.

Some car, you say? Some car sales, we say! Yes, 60,233 new passenger cars went from dealer to driver in Baltimore in 1955 (plus 3,455 trucks and 375 trailer units). Baltimore is a good customer of Detroit's automotive industry. And the NEWS-POST is the best way to reach the Baltimore market.

More than half of Baltimore's families read the NEWS-POST regularly!

Baltimore News-Post and Sunday American

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE, INC.
Offices in 15 Principal Cities

AUTOMOTIVE NEWS FAMILY ALBUM

DOYLE, J. C., gen. sales and mktg. mgr. of the Special Products Div., Ford Motor Co., since 1955. Entered automobile business at Kansas City, Mo., with Ford Motor Co., district sales office, as office boy in 1916.

DRUMMOND, F. H., vice-pres. of The Electric Auto-Lite Co. since 1948. Born Chicago, Ill. Lewis Institute of Tech. Entered automobile business in 1916 as draftsman with Alemite Co. Joined Auto-Lite in 1935.

DUFFY, IRVING A., vice-pres. Ford Motor Co., and general mgr., Tractor and Implement division. Born Chicago in 1904. Graduate West Point; member N. Y. State Bar; served with Ordnance Dept. during World War II. Joined Ford Feb., 1949.

DUNCAN, A. E., with Commercial Credit Co. as founder - chairman. Born near Louisville, Ky., 1878. Entered automobile business in 1916 when Commercial Credit Co. entered the automobile finance business.

DURKEE, BURTON R., asst. sales mgr. in chge. of adv. and mdse. of Chrysler Div., Chrysler Corp., since 1955. Born Julesburg, Colo. Univ. of Wyoming. Entered automobile business in San Francisco with Botsford, Constantine & Gardner Agency.

DOYLE, JAMES S., with Johns - Manville Corp., since 1928, as mgr. of automotive sales since 1948. Born Chicago, Ill., Nov. 22, 1900. Dartmouth and Columbia Univ. Entered automobile business in 1928. Pres. Brake Lining Mfrs. Assn. 1945 and 1946. Dir. N.S.P.A., '48, '49, '50.

DRYSDALE, GEORGE W., with Automotive Body Div., Chrysler Corp., as operating mgr. since Aug., 1955. Born Saginaw, Mich., June 21, 1894. With Briggs Mfg. Co. from 1927 through 1953. Entered automobile business in 1916 with Stewart Body Co. at Flint, Mich., in prod. dept.

DUKE, JOSEPH C., with Minnesota Mining & Mfg. Co. as vice-pres. Coated Abrasives and Related Products and Adhesives and Coatings Divisions. Born in Carlisle, Pa., Nov. 20, 1897. Dubuque Univ., B.A. degree. Started in 1921 with 3M.

DUPY, VERN A., with United Motors Service Div., GM Corp., as dir. of purchasing, scheduling and warehouse operations since June, 1955. Born Taylorville, Ill., Oct. 16, 1898. Int. Accountants Soc. Entered automobile business in 1919 at Detroit with United Motors Service as stock record clerk.

DYKSTRA, JOHN, vice-pres. and group executive, Ford Motor Co. Born in Netherlands April 16, 1898. Business institutes. Entered automobile business in 1914 at Detroit with Briscoe as apprentice.

EARL, HARLEY J., with General Motors Corp. since 1927, as styling vice-pres. since 1940. Born in Los Angeles, Calif., Nov. 22, 1893. Stanford Univ., B. S. Entered automobile business in 1919 at Los Angeles with Earl Carriage Works as mgr.

EDMONDS, ROBERT K., vice-pres. of McCann-Erickson, Inc. as acct. supvr. on Chrysler Div. account since 1953. Born Fort Wayne, Ind. Mich. State Coll., engrg. degree. Formerly with Young and Rubicam, MacManus, John and Adams, and Campbell-Ewald Co.

ELDREDGE, GORDON C., with Ford Motor Co. since 1947. Now mgr. adv. dept., Ford Div. Entered automotive advertising in 1925. Born in Adrian, Mich. Univ. of Mich., B. A. degree.

ELY, NEIL D., with L. A. Young Spring & Wire Corp. as pres. & gen. mgr. since June, 1949. Born Detroit, Mich., Aug. 20, 1904. High School. Entered automobile business in 1922 at Detroit with Trippensee Closed Body Corp. as payroll clerk.

EMBURY, WESLEY G., purch. agent of Plymouth Div., Chrysler Corp. since 1955. Born Sterling, Mich., April 25, 1897. Jackson Mich. Business Univ. Entered automobile business in 1922 as tool clerk with Chrysler Corp.

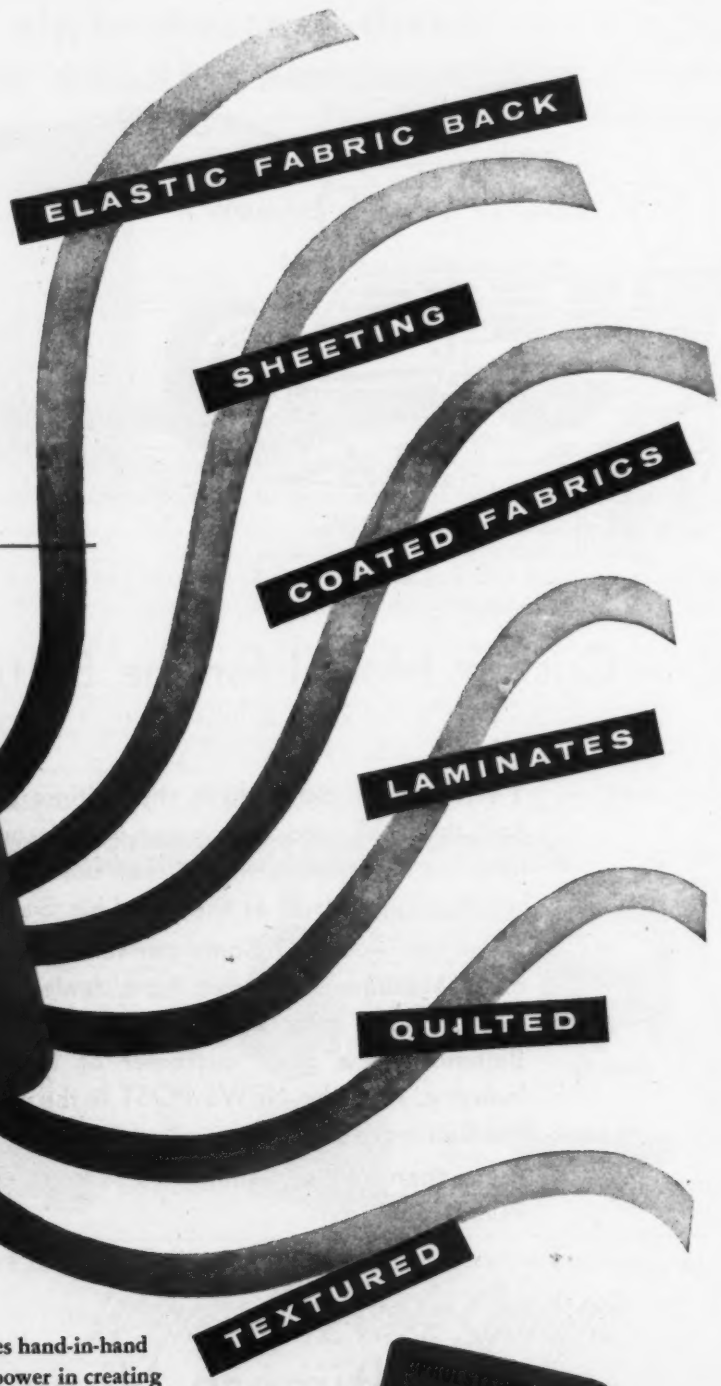
EMERICK, ROBERT W., with Pontiac as director of public relations since 1953. Born February 21, 1913, at Hamilton, Ohio. Graduate Miami University. Entered automobile business with General Motors public relations in 1934.

ENGLE, R. D., chief engr., car operations of Dodge Div., Chrysler Corp. since Nov., 1955. Born Washington Courthouse, Ohio., May 25, 1919. Entered automobile business in 1942 as student engr. for Chrysler Corp.

Beautifully styled for *Modern* car interiors . . . vinyl upholstery materials by *Masland*

Bright new colors and patterns for

Door Paneling
Dash Panels
Seat Panels
Head Lining
Bolsters



Colorful, durable easy to clean plastic goes hand-in-hand with overall body styling and underhood power in creating sales of new cars. Masland offers these materials in a variety of types for decorative harmony with modern car colors—and for strength, shock-resistance, comfort and scuff resistance where these features count most. Many distinctive effects, including the new "textured" look.

Masland Duran®

THE MASLAND DURALEATHER COMPANY • AMBER & WILLARD STREETS • PHILADELPHIA 34, PA.

AUTOMOTIVE NEWS FAMILY ALBUM

ERICKSEN, WILLIAM N., with Helms Industrial Development Co. as sales mgr. since 1946. Born Grand Rapids, Mich., June 9, 1919. Entered automobile business in 1945 at Grand Rapids with Helms Industrial Development Co. as salesman.

FENNELL, ROBERT, with Rootes Motors, Inc., as pres. since Jan., 1948. Born near Ottawa, Ont., Can., March 12, 1891. Univ. of Toronto, Osgoode Hall, Queen's Counsel. Entered automobile business in 1948 as pres. of Rootes Motors, Inc. and Rootes Motors (Canada) Limited.

FERGUSON, MALCOLM P., with Bendix Aviation Corp. as pres. since 1946. Born Elmira, N. Y., June 20, 1896. Syracuse Univ., M.E. Entered automobile business in 1918 at Elmira, N. Y., with Eclipse Machine Co. as service engr.

FINNEY, JARED W., prom. and research mgr. of Automotive News since 1956. Born Detroit, Mich., May 1, 1923. Michigan State Univ. Entered automobile business in 1949 at Detroit in market research dept. of Scripps-Howard Newspapers.

FIRESTONE, LEONARD K., president of Firestone Tire and Rubber Co. of California since 1943. Born Akron, O., June 10, 1907. Princeton Univ. Entered automobile business in 1931 at Akron in the sales department of Firestone Tire & Rubber Co.

ERICKSON, E. A. mgr. for central sales region of Mercury Div., Ford Motor Co. With Mercury since 1947. Born in Staples, Minn., Aug. 4, 1901. Entered automobile business in 1920 at Minneapolis, Minn., with Chevrolet Motor Co.

FENNER, JAMES B., with Electric Auto-Lite Co. and subsidiaries since 1927. Vice-pres., comptroller and director since 1951. Born New Jersey, Jan. 2, 1897, grad. Pace & Pace Inst. Entered automobile business 1927 with Prest-O-Lite Battery Co., Indianapolis.

FINLAY, ROBERT M., with Automotive News since 1943. Editorial director since 1955. Born Detroit, 1913. Wayne Univ. Entered automobile business in 1943 at Automotive News as associate editor.

FIRESTONE, HARVEY S., JR., with Firestone Tire & Rubber Co. as chmn. and chief exec. since 1948. Born in Chicago, Ill., April 20, 1898. Princeton Univ. B.A. degree. Entered rubber business in 1920 at Akron, O., with Firestone Tire & Rubber Co.

FIRESTONE, RAYMOND C., with The Firestone Tire & Rubber Company as executive vice-president since January, 1954. Born in Akron, Ohio, September 6, 1908. Graduated Princeton Univ., A.B. degree. Entered rubber business at Los Angeles, Calif., with The Firestone Tire & Rubber Company.

ERNST, WALTER A., sales mgr. of Hudson Motors Central Div. Joined Hudson in 1944 as regional manager and in 1945 became Washington zone mgr. In 1946 he was divisional sales mgr. of the South Central div., and in 1950, he became divisional sales mgr. of the North Central div.

EVANS, EDWARD S., JR., with Evans Products Co. as pres. since 1945. Born Richmond, Va., March 9, 1906. Lausanne Univ., Univ. of Michigan. Entered automobile business in 1928 at Detroit with Evans Appliance Co. as vice-pres. Director of Evans Products Co., Ltd., Greenville-Evans Co.

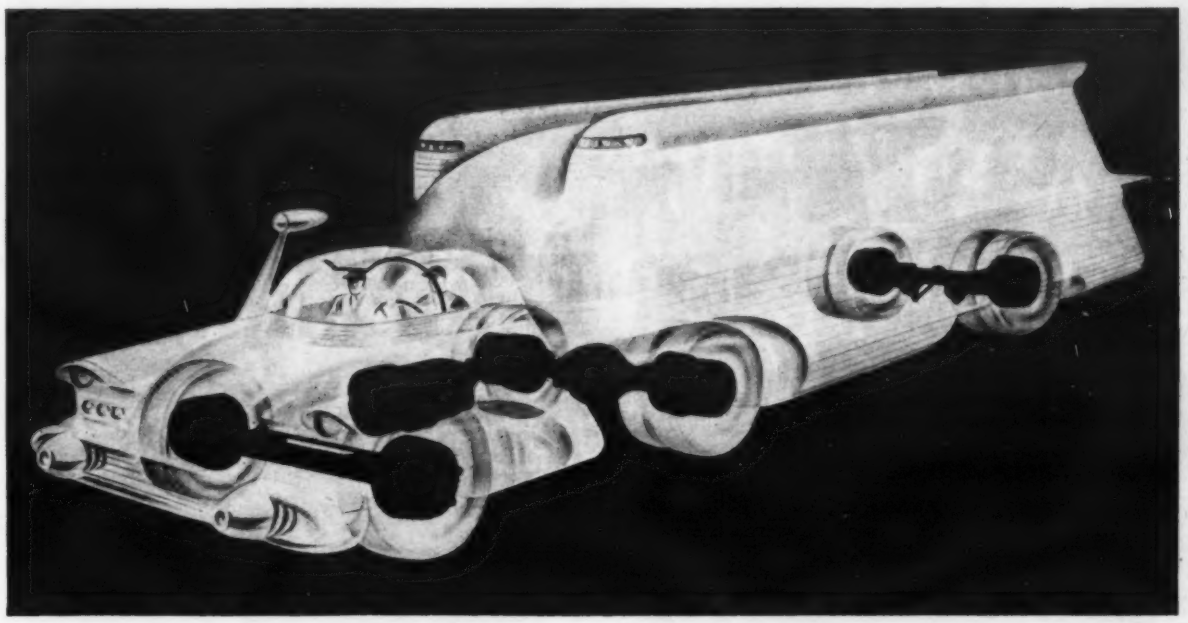
EWELL, ELLIOTT G., vice-pres. of sales of Mack Trucks, Inc. since 1953. Born North Carolina, Jan. 26, 1902. Univ. of N. C. Entered automobile business in 1923 at Charlotte as special sales rep. of Mack Trucks, Inc.

EXNER, VIRGIL M., dir. of styling, Engrg. Div. Chrysler Corp. since Aug., 1953. Born Ann Arbor, Mich., Sept. 24, 1909. Joined Chrysler in 1949 as chief of the advance styling studio. Entered automotive field in General Motors designing dept. in 1934.

FALVEY, JAMES P., with Electric Auto-Lite as president since 1954, director since 1953. Born in Detroit in 1904. University of Detroit, LL.B. degree. Entered automobile business in 1934 with Auto-Lite as mgr. of labor and patent departments.

FARR, WARREN H., director Ainsworth Mfg. Corp. Born Flint, Mich., June 25, 1889. Entered automotive industry in 1903 with Buick.

FARRELL, M. E., assistant sales manager of Studebaker Div., Studebaker-Packard Corp. Born Richmond, Ind. Joined Packard in 1953 as national used car manager.



Good Engineering—aimed at
MORE PROFITABLE PERFORMANCE

CLARK AUTOMOTIVE PRODUCTS

TRANSMISSIONS
AXLE HOUSINGS
TRACTOR UNITS
TORCON TORQUE CONVERTERS
ELECTRIC STEEL CASTINGS
GEARS and FORGINGS
FRONT and REAR AXLES for TRUCKS, BUSES and OFF-HIGHWAY EQUIPMENT

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Products of Clark

CLARK® EQUIPMENT

Here is a business that has grown steadily, soundly, by making itself essential in a vital area of vehicle performance—engine torque transmission.

- **For more than 50 years Clark engineering has studied power transmission—those quiet, hard-working components that are the leg-muscles of revenue vehicles. Users of those components believe they are getting the best their money will buy. So do we.**
- **For 25 years and more Clark has been building materials handling equipment; and in later years, construction machinery—end-product machines using Clark power-transmission components. Again, users are convinced that those machines are better because of their Clark-engineered components. So are we.**

It is high approval of any working vehicle or machine to say that from engine flywheel to point of torque application, its power-train is engineered and manufactured by Clark Equipment.

That is why leading manufacturers say with conviction: It's **good business to do business with CLARK.**

CLARK EQUIPMENT COMPANY, Buchanan, Battle Creek, Jackson, Benton Harbor, Michigan

AUTOMOTIVE NEWS FAMILY ALBUM

FIRESTONE, ROGER S., with Firestone Plastics Co. as pres. (dir. Firestone Tire & Rubber Co.) since 1947. Born Akron, O., June 25, 1912. Princeton, A. B. degree. Entered rubber business in Akron with Firestone Tire & Rubber Co. in 1935.

FISHER, ROBERT J., manager of the advertising department of Mercury Div., Ford Motor Co., since 1954. Born Ashland O., Oct. 24, 1915. Syracuse Univ., A.B. degree. Entered automobile business in 1954 at Detroit as manager of advertising department at Lincoln-Mercury Div.

FLEMING, A. M., with Chrysler Div., Chrysler Corp., since 1948 as vice-pres. in charge of mfg. Born Milton, Ont., June 10, 1895. Entered automobile business in 1920 at Detroit. Joined Chrysler in 1924.

FLEMING, NEIL A., mgr. Automotive Refinish Sales of Ditzler Color Div., Pittsburgh Plate Glass Co. Entered automobile business in 1909 at Flint, Mich., with Buick as mach. parts inspector.

FORAKER, WALTER E., organization and management development mgr., Chrysler Div., Chrysler Corp. Born Albuquerque, N. M., Dec. 16, 1915. Entered automobile business in 1934 in Detroit with Dodge Division.

FISH, WILLIS E., with Chevrolet Motor Div., GM Corp., for 24 years, as gen. sales mgr. since 1949. Born in Pittsburgh, Pa., Oct. 17, 1897. Entered automobile business in 1917 at Pittsburgh, Pa., with Packard Motor Co. as salesman.

FLASKAMPER, JOHN H., vice-pres. of sales of American Bosch Div., American Bosch Arma Corp. Born Dortmund, Germany, Nov. 1, 1908. Entered automobile business in 1934 with American Bosch.

FLEMING, MATTHEW J., JR., pres. of Clevite Harris Products, Inc., unit of Clevite Corp. Born Pittsburgh, Pa. March 21, 1914. Entered automobile business in 1940 with Monmouth Products Co.

FLOOD, THOMAS W., with Electric Auto-Lite Co. as vice-pres., original equipment sales. Born New York. Entered automobile business in 1919 with Motometer Co.

FORBES, RICHARD E., dir. of adv. and sales prom. Central Sales Staff, Chrysler Corp. Born Sept. 21, 1915, in Larchmont, N. Y. Graduate of Williams College, Williamstown, Mass. Entered automobile business in January, 1956, with Chrysler Corp.

FORD, BENSON, with Ford Motor Co. as vice-pres. and group director, Mercury and Special Products Divs., since April, 1955. Born Detroit, July 20, 1919. Princeton Univ. Entered automobile business in 1938 with Ford Eng. Lab., Dearborn, as student.

FORD, HENRY II, with Ford Motor Co. as pres. since Sept. 21, 1945. Born in Detroit, Mich., Sept. 4, 1917. Hotchkiss, Yale. Entered automobile business on Oct. 1, 1940, at Dearborn, Mich., with Ford Motor Co.

FORD, RUSSELL G., with Chevrolet Div. of General Motors Corp., mgr. of assembly plants. Entered automobile business in 1922 at Detroit with Chevrolet in standards dept.

FORD, WILLIAM C., vice-pres. and group director, Lincoln and Continental Divs., Ford Motor Co., since April, 1955, and dir. since June 4, 1948. Born in Detroit, Mich., March 14, 1925. Hotchkiss, Yale. Entered automobile business in 1949 at Dearborn, Mich., with Ford Motor Co. on sales and advertising staff.

FOUNTAIN, JOHN B., Midwestern Div. sales mgr. of Nash Motors Div., American Motors Corp., since 1956. Born Chicago, Ill. Armour Institute, Chicago. Entered automobile business in 1926 as dist. mgr. for Chevrolet.

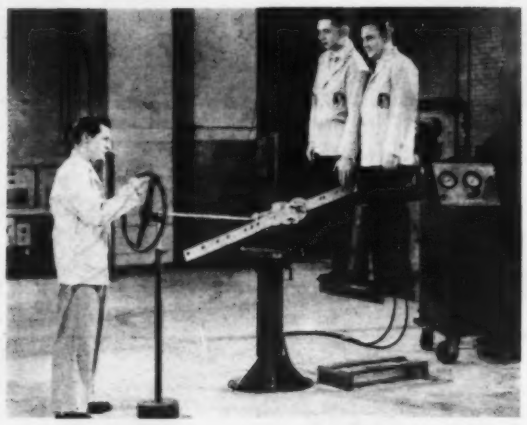
FOX, ALEX P., with Lincoln Engrg. Co. as pres. since 1941. Born St. Louis, Mo., March 17, 1893. Washington U. Entered automobile business in 1913 at St. Louis with Lincoln Engrg. Co. as draftsman.

FRALICK, LeROY J., with Midland Steel Products Company as vice-president and director of sales since 1948. Born Cleveland, Ohio, April 4, 1894. Entered automobile business in 1912 at Cleveland with Hydraulic Pressed Steel Company.

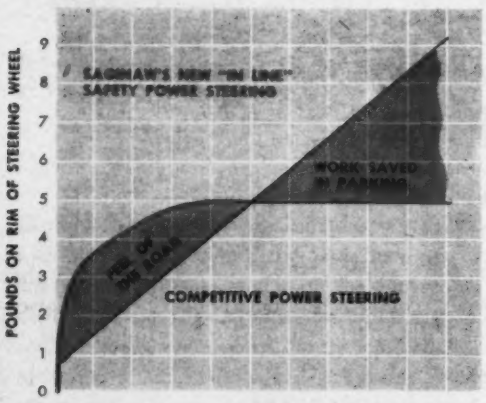
DRAMATIC LAB TEST PROVES SAFETY POWER STEERING 5 TIMES EASIER THAN MANUAL!

EFFORT REQUIRED TO LIFT TWO MEN—SIMILAR TO EFFORT OF TURNING WHEELS AT STANDSTILL—CUT FROM 25 TO 5 POUNDS

Here's an unusual and convincing demonstration recently made in Saginaw's Research Laboratory. A standard *Safety* Power Steering gear is linked to a platform carrying two hefty men. With the power OFF, the engineer must strain with both hands —exert 25 pounds' pull on wheel rim to lift the men.



Now the power is switched ON, and the man at the wheel can lift the two men on the platform with *only 5 pounds' pull*—far, far easier than when the gear is operated manually! In fact, he does it with one finger. You can turn the wheel of a car at a standstill just as easily with *Safety* Power Steering!



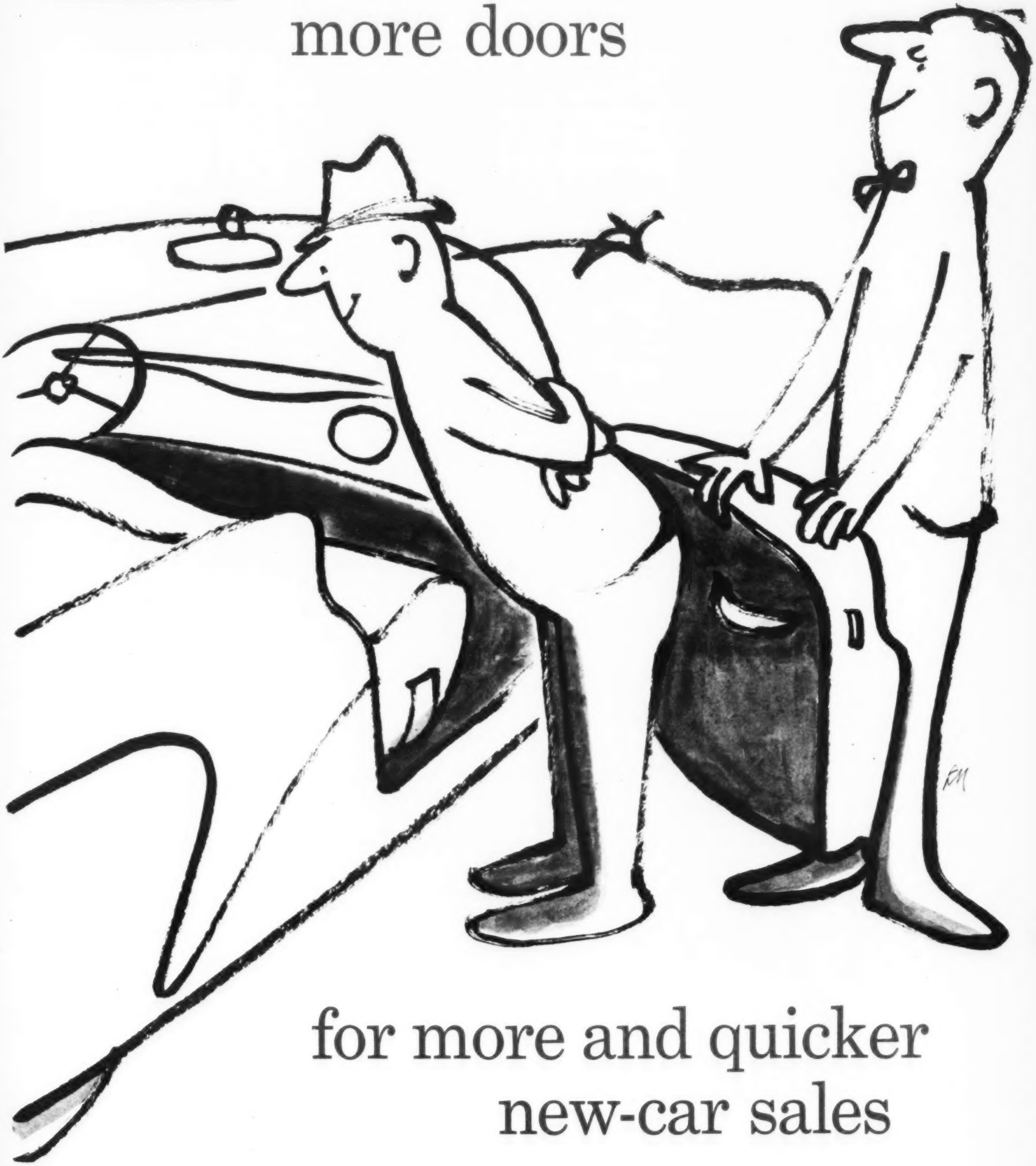
WORK REQUIRED AT FRONT WHEELS

The secret of this amazing parking ease—almost *twice as easy* as that of any other power steering—is Saginaw's exclusive new "parking valve". This extra valve, built into the center of the main hydraulic control valve, automatically limits reaction pressure to 250 psi. This reduces the amount of manual effort needed to turn the wheels, so it *never exceeds 5 pounds' pull on the steering wheel.* (See chart). On the highway, when the car is easier to steer, the "parking valve" does not function. This permits normal hydraulic reaction pressure, assuring the familiar *"feel of the road"* and steering stability which have made *Safety* Power Steering by far the most popular type on the market today. Saginaw Steering Gear Division of General Motors, Saginaw, Michigan.

NEW Safety POWER STEERING by Saginaw

WORLD'S LARGEST BUILDER OF POWER AND MANUAL STEERING SYSTEMS

LIFE opens
more doors

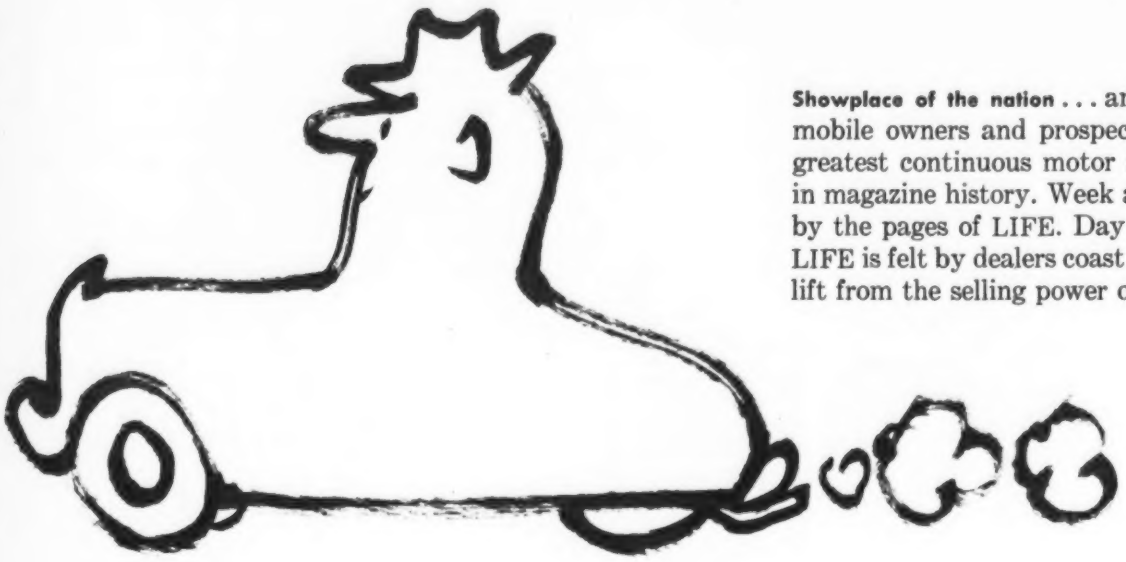


for more and quicker
new-car sales

because

LIFE sets the pace

It's America's greatest automotive showroom in print . . .



Showplace of the nation . . . and favorite by far with millions of automobile owners and prospects. Year after year, LIFE presents the greatest continuous motor show on earth to the greatest audience in magazine history. Week after week, motoring America is pre-sold by the pages of LIFE. Day after day, the powerful local impact of LIFE is felt by dealers coast to coast. Showroom sales get a constant lift from the selling power of LIFE.

FIRST WITH MORE NEW-CAR BUYERS

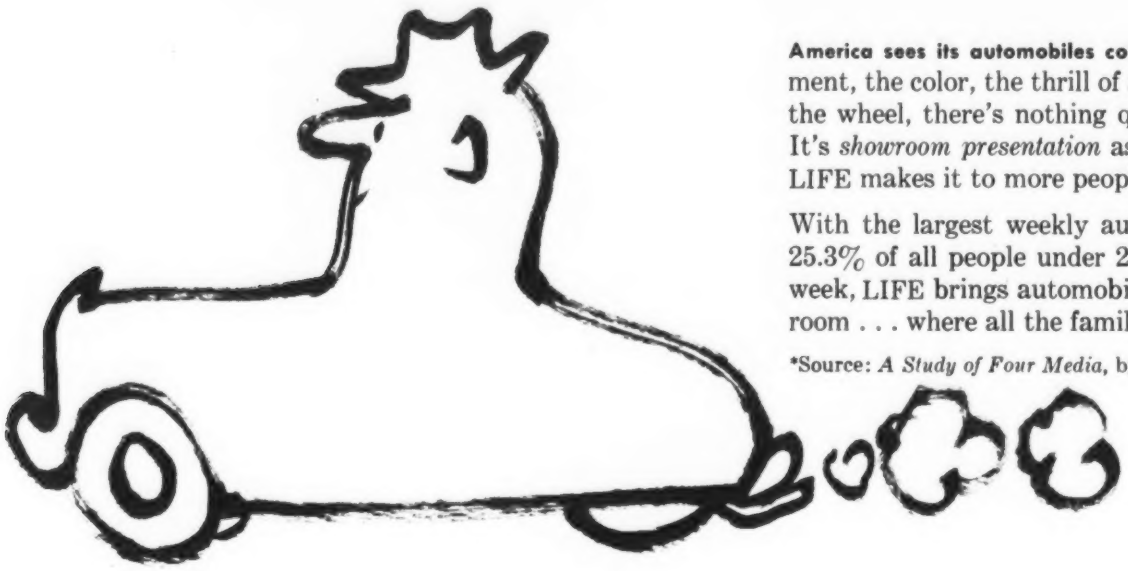
An average issue is read by 39.0% of all new-car-buying households

Source: *A Study of the Household Accumulative Audience of LIFE*, by Alfred Politz Research, Inc.

LIFE pre-sells automobiles and interested people than

in the automotive field

national sales-power that pays off at the local level.



America sees its automobiles come alive in LIFE! Readers get the excitement, the color, the thrill of a showroom itself. Next to being behind the wheel, there's nothing quite so satisfying as seeing it in LIFE. It's *showroom presentation* as only a magazine can make it . . . and LIFE makes it to more people than any other magazine.

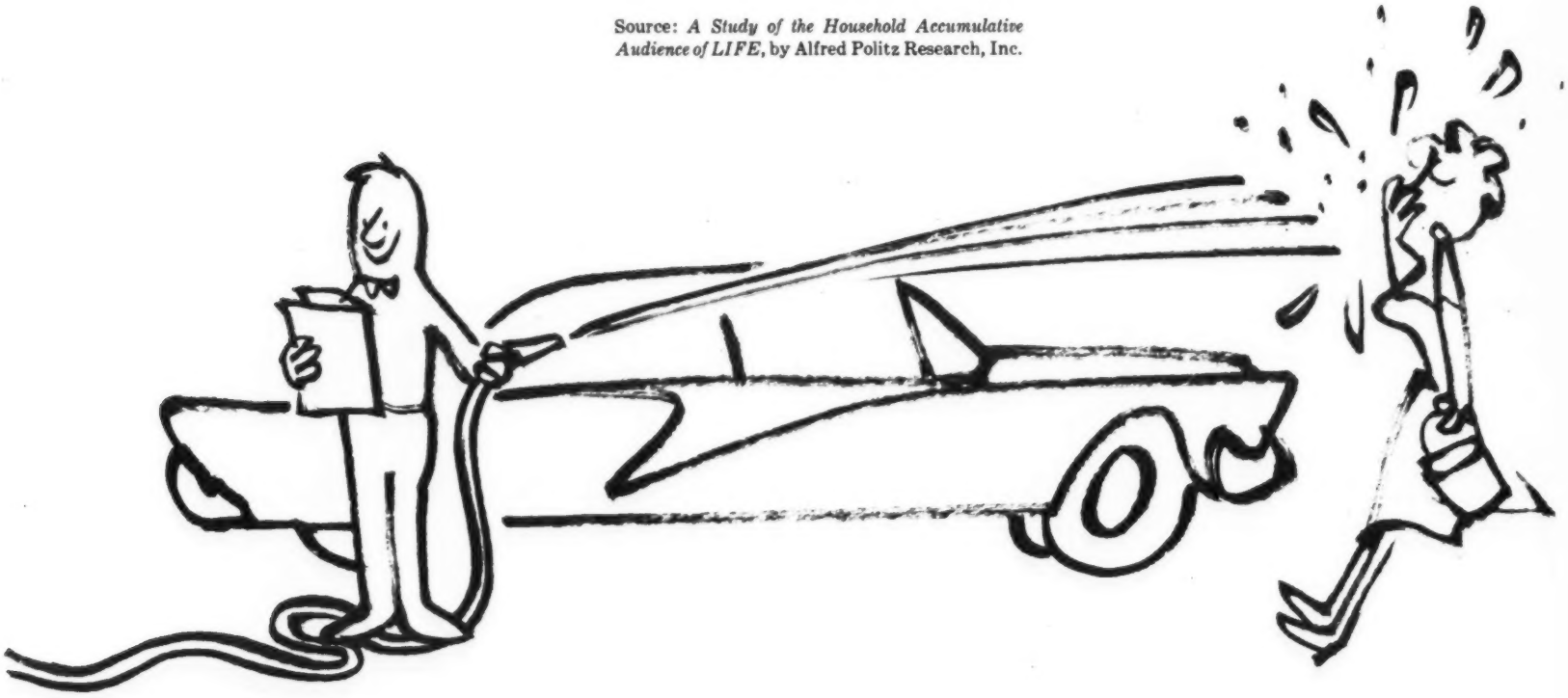
With the largest weekly audience of any magazine, LIFE reaches 25.3% of all people under 20, 21.4% of all people over 20.* Every week, LIFE brings automobiles out of the showroom, into the living room . . . where all the family has all the time in the world to look.

*Source: *A Study of Four Media*, by Alfred Politz Research, Inc.

FIRST WITH MORE AUTOMOBILE OWNERS

An average issue is read by 30.4% of all car-owning households

Source: *A Study of the Household Accumulative Audience of LIFE*, by Alfred Politz Research, Inc.



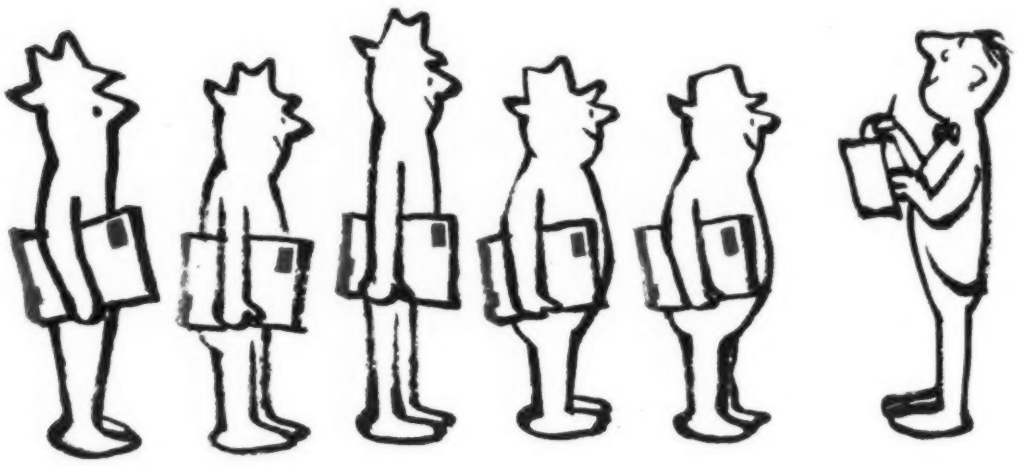
automotive accessories to more any other magazine

because →

LIFE holds the largest audience by treating more people

LIFE has a higher circulation
than any other weekly magazine . . .
it is now
5,603,875*
with the largest audience
in magazine history

*1955 average circulation—Publishers' ABC Statements



LIFE IS THE LEADER

In Weekly Readership

LIFE	26,450,000
Look	18,050,000
Saturday Evening Post	14,050,000

Source: *A Study of Four Media*, by Alfred Politz Research, Inc.

In Weekly Circulation

LIFE	5,603,875
Saturday Evening Post	4,701,534
Look	4,069,221
Collier's	3,754,421

Source: 1955 average circulation—Publishers' ABC Statements

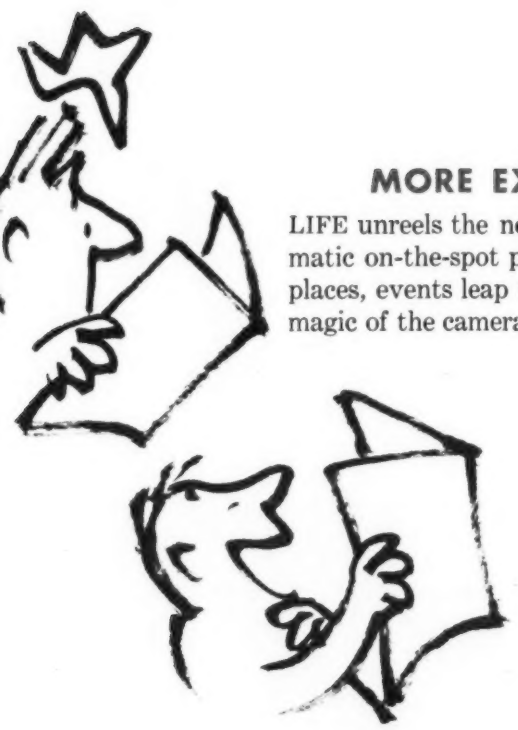
Because more people

# of any magazine
to more of what they want

LIFE is a family affair– a firm favorite with one and all

Something for every age and every eye . . . something of interest for every taste and type.

A man's world, a woman's world, a world for eager youth . . . a special interest, a general curiosity, a plain or fancy taste . . . whatever in the world a person wants to see . . . it will be seen sooner or later in the pageant of LIFE.

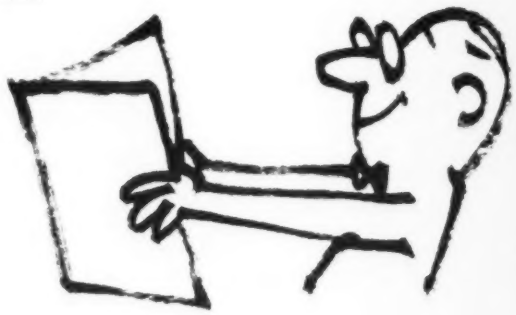


MORE EXCITEMENT

LIFE unreels the news of the day in dramatic on-the-spot picture stories. People, places, events leap to life under the vivid magic of the camera's probing eye.

MORE INFORMATION

LIFE brings into sharp focus the forces and people that shape today's news . . . offers a constant succession of "surprises" on a wide variety of subjects.



MORE FUN

LIFE brings more fun into the lives of millions of people every week. All over America, the pleasure-packed pages of LIFE mean many happy hours for people of every age and every taste.

ead LIFE each and every week it follows that . . . ⟶

V3013548
SUP I APR 30 56
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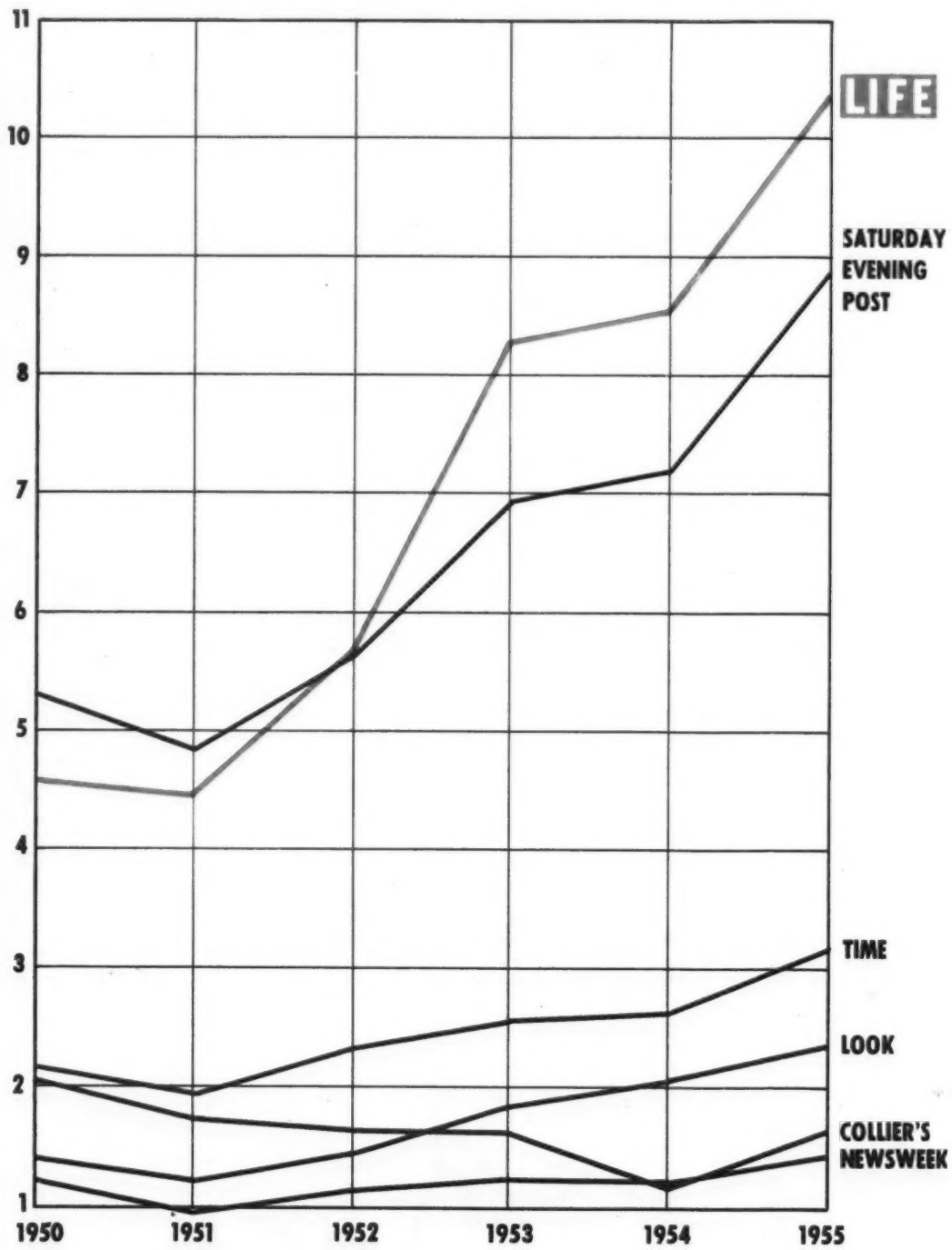
ADVERTISERS MAKE THE MOST OF THE PRE-SELLING POWER OF LIFE

LIFE leads in total advertising revenue—$121,002,776 in 1955 —and carries more dollars of passenger-car advertising than any other magazine—

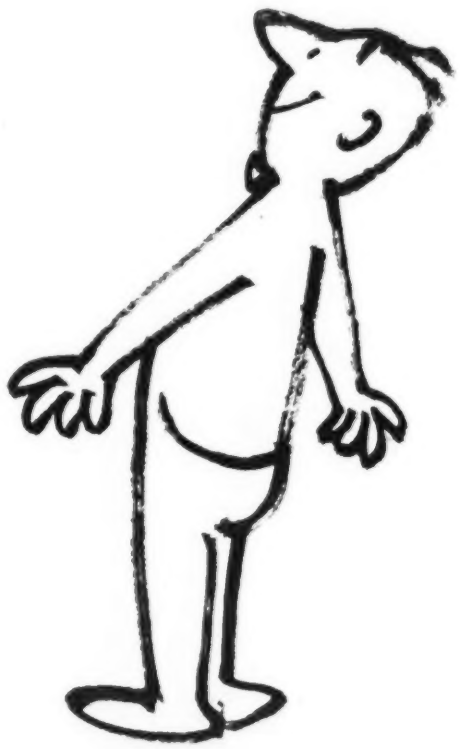
$10,375,085 in 1955

Passenger Cars & Vehicles

Magazine advertising in millions of dollars



Source: P.I.B. Gross Figures



Passenger car manufacturers invest heavily in LIFE . . . because they know LIFE influences the largest number of new-car prospects every week. Over the years, LIFE has jumped far ahead of the next magazine. It is now the favorite by far with people of all ages and all interests.

LIFE IS NATIONAL SALES POWER THAT PAYS OFF

DEALERS MAKE THE MOST OF THE PROMOTIONAL POWER OF ADVERTISED IN LIFE

LIFE is national sales power with a local impact. In the average community, LIFE is read in 3 out of 5 households in the course of 13 issues.* Week after week, LIFE pre-sells more of *your* prospects on new cars and automotive accessories. LIFE is a force at the local level and a power at the point of sale.

EXAMPLE:

Here are the main points of one dealer success story

ADVERTISED IN LIFE®

PROMOTION SETS NEW SALES RECORD FOR LEADER CHEVROLET

A comprehensive "Advertised-in-LIFE" promotion recently rewrote the record books for Leader Chevrolet of West Springfield, Mass.

The week-long promotion proved the most profitable period in Leader history. Total sales surpassed all previous comparable figures, a new mark in single-day sales was set, and over-all attendance topped anything ever seen before. Used car sales, featured automotive accessories, maintenance services . . . the volume of business boomed on every single count.

MR. DAVID GLASS, president, Leader Chevrolet Co., Inc., writes:

"Our second LIFE 'Open House' promotion was a great success, even better than a year ago. We sold more cars than in any previous promotion, and our total attendance was considerably larger than ever before.

"So many people came to see the show that they had to park blocks away, and then wait to enter the crowded showroom. "We even had other local automobile dealers leave their businesses to come visit us and see what all the excitement was about.

"All in all, it was a tremendous success. I feel having Leader Chevrolet so closely tied in with LIFE gained us considerable prestige—our sales certainly show it. Naturally, we're all looking forward to another 'Advertised-in-LIFE' promotion before too long."

QUEEN OF THE SHOW. LIFE cover girl Kathy Wallace and other local models pose for the press with Mr. David Glass, president, Leader Chevrolet.

SHOWROOM EXCITEMENT. Advertised-in-LIFE tie-ins attracted customers, helped make sales, dramatically showed how the national selling power of LIFE pays off at the local level.

*A Study of the Household Accumulative Audience of LIFE, by Alfred Politz Research, Inc.

AT THE LOCAL LEVEL!

Advertisers in the automotive field know the value of LIFE

See the size and scope of LIFE's influence from this list of 1955 advertisers. Judge for yourself how much faith the automotive field puts in the selling power of America's biggest magazine.

AMERICAN MOTORS CORP.
- Hudson Passenger Cars
- Nash Hudson Rambler Passenger Car
- Nash Passenger Cars

ARMSTRONG RUBBER CO.
- Armstrong Car Tires

ATLAS SUPPLY CO.
- Atlas Tires Car
- Atlas Batteries
- Atlas Perma Guard Anti-Freeze
- Atlas Tires, Batteries & Accessories

CHAMPION SPARK PLUG CO.
- Champion Spark Plugs

CHRYSLER CORP.
- Chrysler Corp. General Promotion
- Chrysler Passenger Cars
- DeSoto Passenger Cars
- Dodge Passenger Cars
- Imperial Passenger Cars
- Plymouth Passenger Cars
- Mopar Parts & Accessories

COMMERCIAL SOLVENTS CORP.
- Peak Anti-Freeze

DINSMORE INSTRUMENT CO.
- Dinsmore Auto Compass

DU PONT DE NEMOURS, E. I. & CO., INC.
- Du Pont Automotive Chemicals
- Du Pont Cleaning & Polishing Aids
- Zerone, Zerex Anti-Freeze

ELECTRIC AUTO LITE CO., THE
- Auto Lite Batteries
- Auto Lite Spark Plugs

ELECTRIC STORAGE BATTERY CO.
- Exide Batteries
- Willard Storage Batteries

ESHELMAN, CHESTON L. CO., THE
- Eshelman Car Snow Plow

FIRESTONE TIRE & RUBBER CO.
- Firestone Tires Car
- Firestone Tires Truck

FORD MOTOR CO.
- Continental Mark II Passenger Car
- Ford Motor Co. General Promotion
- Ford Passenger Cars
- Lincoln Passenger Cars
- Mercury Passenger Cars
- Genuine Ford Parts

FRAM, CORP.
- Fram Oil Filters

GENERAL MOTORS CORP.
- Buick Passenger Cars
- Cadillac Passenger Cars
- Chevrolet OK Used Cars
- Chevrolet Passenger Cars
- Fisher Body
- General Motors Automotive General Promotion
- Oldsmobile Passenger Cars
- Pontiac Passenger Cars
- AC Fuel & Vacuum Pumps
- AC Oil Filters
- AC Spark Plugs
- Delco Remy Electrical System
- Delco Storage Batteries
- General Motors United Motors Automotive Products
- Genuine Chevrolet Parts

GENERAL TIRES & RUBBER CO., THE
- General Tires Car

GOERLICHS
- Silentone & Dynatone Muffler

GOODRICH, B. F. CO., THE
- B. F. Goodrich Co., A. T. A. Foundation
- B. F. Goodrich Tires Car

GOODYEAR TIRE & RUBBER CO.
- Goodyear Tires Car

GRAND SHEET METAL PRODUCTS CO.
- Grand Dual Exhaust System

HAMBRO TRADING CO. OF AMERICA, INC.
- Austin Healey Passenger Cars
- MG Passenger Cars—Hambro

HESTER BATTERY MFG. CO.
- Hester Batteries

HOLLINGSHEAD, R. M. CORP.
- Hollingshead Cooling System Chemicals

HOUDAILLE INDUSTRIES, INC.
- Golden Glide Shock Absorbers

JOHNSON, S. C. & SON, INC.
- Johnson's Carnu

KAISER MOTORS CORP.
- Willys Passenger Cars

LIBBEY OWENS FORD GLASS CO.
- Libbey Owens Ford E-Z Eye Safety Plate Glass

NATIONAL ASS'N. OF INDEPENDENT TIRE DEALERS
- Tire Retreading Institute

PLASTONE CO., INC.
- Turtle Wax Auto Polish

POWELL MUFFLER CO., INC.
- Powell Muffler

READING BATTERIES, INC.
- Rebat Automotive & Aircraft Batteries

ROBERTSHAW FULTON CONTROLS CO.
- Robertshaw Fulton Autostat

S. O. S. CO., THE
- S. O. S. Magic Scouring Pads—Tire Cleaner

SIMONIZ CO.
- Simoniz Bodysheen
- Simoniz Cleaning & Polishing Aids
- Simoniz Method Contest

SOCONY MOBIL OIL CO., INC.
- Mobil Tires Car
- Mobil Batteries

STEWART WARNER CORP.
- Alemite C D 2 Additive

STUDEBAKER PACKARD CORP.
- Packard Passenger Cars
- Studebaker Passenger Cars

TEXAS CO., THE
- Texaco PT Anti-Freeze

U. S. RUBBER CO.
- U. S. Royal Tires Car
- U. S. Royal Tires Tractor Car & Truck

WALKER MFG. CO., OF WISCONSIN
- Walker Exhaust Silencers

WESTINGHOUSE ELECTRIC CORP.
- Westinghouse Safe T-Beam Headlamps

WHITE MOTOR CO., THE
- White Trucks

WIX ACCESSORIES CORP.
- Wix Oil Filters & Cartridges

WOOSTER RUBBER CO.
- Rubbermaid Kar Rugs

ADVERTISED IN LIFE® is one of the most powerful sales aids you can use

AUTOMOTIVE NEWS FAMILY ALBUM

FRANCOIS, EDGAR H., sales manager in charge of replacement products, AC Spark Plug Division of General Motors since January 1954. Born in Detroit, Michigan, May 25, 1905. Joined AC as a territory salesman in 1934.

FRYER, ROY A., with White Motor Co. as asst. dir. adv. and sales prom. since 1955. Born Toronto, Can., 1903. Entered automobile business with present company in 1943 as sales prom. mgr.

GAMBLE, DAVID E., with Borg-Warner Corp. as chairman of the bd., Borg & Beck Div. Born Moline, Ill., 1887. High school. Entered automobile business in 1908 with Midland Motor Co. as asst. supt. and chief engr.

GARDNER, ELLIS B., JR., vice-pres. and gen. mgr. of the Restfoam Div. of Hewitt-Robins, Inc., since 1955. Born Little Rock, Ark., Feb. 20, 1920. Columbia University, A.B. degree. Entered automobile business in 1946 at Buffalo, N. Y., as factory acct. with Hewitt-Robins, Inc.

GARRETT, REYNOLDS M., staff mgr. of Replacement Friction Materials Div. of Johns-Manville Corp. since 1955; with Johns-Manville since 1935. Born New York, N. Y., 1908. Entered automobile business in 1927.

FRASER, FRANK, JR., with Plymouth Div., Chrysler Corp. as dir. of forward planning since April, 1955. Born Toledo, O., 1924. Graduate of the Univ. of Mich., B.A. in economics. Entered automotive industry with Chrysler in 1947 as a statistician.

GALL, CLARENCE R., Fleet sales mgr. American Motors Sales of Canada, Ltd., Toronto. Born in Toronto, Toronto Coll. Entered automobile business in 1928 at Calgary, Alta., Canada, with Hudson Motor Car Co., Detroit, as regional mgr.

GARBERSON, JOHN W., vice-pres. of N. W. Ayer and Son, Inc., supervisor of Plymouth service since 1955. Born Sibley, Ia., 1916. Entered automobile business in 1951 at Philadelphia with N. W. Ayer and Son, Inc.

GARRETT, PAUL, with GM Corp. as vice-pres. since 1940, dir. pub. rel. since 1931. Born in Lincoln, Kan., 1891. Graduate of Whitman College; Columbia Univ., A.M. Phi Beta Kappa, Phi Delta Theta. Entered automobile business in 1931 with GM as dir. pub. rel.

GASKIN, DENIS C., with Studebaker-Packard Corp. of Canada, Ltd. as pres. since Jan. 10, 1955. Born Montreal, Que., Feb. 5, 1898. High School. Entered automobile business in 1920 at Montreal with Ledoux-Jennings Ltd. (Reo), as clerk.

FREDERICK, D. S., with Rohm & Haas Co. Chemicals & Plastics Div. as vice-pres. in charge of sales since 1943. Born Hamilton, O., Nov. 13, 1910. Univ. of Ill., Miami Univ. Univ. of Munich. Phi Eta Sigma, Phi Beta Kappa, Phi Kappa Phi, etc. Entered automobile business in 1936 with Rohm & Haas Co. as sales mgr. plastics div.

FREED, CHARLES C., past pres. National Automobile Dealers Association, pres. of Freed Motor Company, pres. Intermountain Parts Co., vice-pres. Mountain Motors Co. Born Salt Lake City, Utah, April 7, 1903. University of Colorado. Entered automobile business in 1926 as owner of Freed Motor Company.

FRENCH, CHARLES J., mgr. of Chevrolet Motor Div. plant city activities since July, 1955. Born New Castle, Pa., Jan. 4, 1896. High School. Entered automobile business in 1936 at Detroit with Chevrolet Motor Div. on special assignments.

FRENCH, JOHN S., gen. mgr. of Ford Motor Co.'s Parts and Equipment Mfg. Div. Born in Toronto, Canada, Jan. 5, 1912. Joined Ford Motor Co. in central sales staff in 1947. Later was director of company's Office of Defense Products.

FRIBLEY, CARL E., pres. of National Automobile Dealers Assn. since Jan., 1956. Born Chicago, Ill., Oct. 11, 1901. Univ. of Minnesota, B.A. degree, Harvard Business School, M.B.A. degree. Entered automobile business in 1925 at Detroit as sales clerk with Cadillac Motor Car Co.

FRUEHAUF, HARRY R., with Fruehauf Trailer Co. as vice-pres. since 1928. Born and educated in Michigan. Entered trailer business with present company in 1914.

FRUEHAUF, ROY, with Fruehauf Trailer Co. as pres. since 1949. Born Detroit, Mich., Oct. 1, 1908. Principia. Entered automobile business in 1928 at Detroit with Fruehauf Trailer Co. as factory worker.

AMCOR PREFERRED *the world over!*

AMCOR PRODUCTS ARE EXPORTED TO:

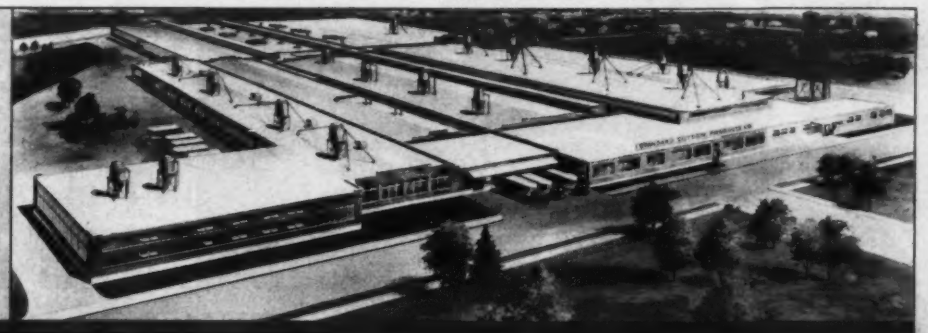
SOUTH AMERICA
AUSTRALIA
SOUTH AFRICA
CANADA
MEXICO
SWEDEN
DENMARK
GERMANY
INDIA
BELGIUM

EVER SINCE 1920, AMCOR products have been providing a steadily widening service to the automotive and other industries throughout the world. Automotive Materials Corporation from the very first has put great emphasis on research and development, looking always to better products. As a direct result of this forward-looking policy has come such items as cotton napped headlinings and vinyl coated fabrics. With a diversification which includes buffing and polishing discs, home insulation, oil filter materials and cold drawn steel, AMCOR continues to look ahead.

TWO TYPICAL AMCOR OPERATING UNITS

Standard QUALITY

STANDARD COTTON PRODUCTS COMPANY
FLINT, MICH.



AMCOR

PILGRIM DRAWN STEEL DIVISION
PLYMOUTH, MICH.

AUTOMOTIVE MATERIALS CORPORATION
PRODUCERS · CONVERTERS · MERCHANDISERS OF AUTOMOBILE, AIRCRAFT AND TRANSPORTATION MATERIALS
23rd and 24th FLOORS · FISHER BUILDING · DETROIT 2, MICHIGAN

AUTOMOTIVE NEWS FAMILY ALBUM

GAUGHEN, FRANK X., with Capper Publications, Inc., as western mgr. since 1922. Born Pittsburgh, March 4, 1891. Entered automobile business in 1919 at Toledo with Willys Corp. - Electric Auto-Lite, Div. as adv. mgr.

GEORGI, CARL, JR., with D. P. Brother & Co., as vice-pres. and dir. media since 1934. Born Detroit. Univ. Detroit. Entered automobile business in 1923 at Detroit with Chrysler Corp. in adv. dept.

GETLER, CHARLES, with Houdaille Industries, Inc. (formerly Houdaille - Hershey Corp.) since its founding. Pres. 1937 - 1955, chmn. of the bd since 1940. Born in Buffalo, N. Y., July 5, 1882. Entered automobile business in 1914 at Cleveland, O., with Perfection Spring Co., as cost supervisor.

GILBERT, CARLTON H., dir. of adv. of U. S. Rubber Co. since 1955. Born Fremont, O., June 17, 1905. Dartmouth College. Entered automobile business in 1934 at Mishawaka, Ind., in sales prom. dept. of Footwear and General Products Div. of U. S. Rubber Co.

GIRARD, STEVE, vice-pres., gen. mgr. Willys Motors, Inc. Joined Kaiser-Frazer 1946. Vice-pres., gen. mgr. of aircraft div., 1952-53. Born in Hoquiam, Wash., Sept. 18, 1913. Attended the Univ. of Wash.

GAUNITZ, WILLIAM F., with Associates Investment Co. as pres. since March 10, 1949. Born in Lansing, Ia., on Dec. 4, 1904. Univ. of Iowa, B. S. in Commerce. Entered automobile business in 1935 at South Bend, Ind., with Associates Investment Co.

GERSTENBERGER, WILLIAM H., vice-pres. and account supervisor of Ross Roy, Inc., since 1955. Born Philadelphia, Pa., Aug. 8, 1910. Cornell Univ., B. A. degree. Entered automobile business in 1937 at Detroit as copywriter for Brooke, Smith, French and Dorrance, Inc.

GEYER, BERTRAM B., with Geyer Adv., Inc., as pres. and chmn. of brd. since 1912. Born Dayton, O., March 16, 1891. Steel H. S.

GILMARTIN, JOHN R., with Hyatt Bearings Div., GM Corp., as gen. sales mgr. since 1952. Born Toledo, O., 1906. Univ. of Mich., B.S. degree. Entered automobile business in 1929 at Detroit with Hyatt Bearings Div. as engr.

GLASSFORD, FRED M., mfg. mgr. of Dodge Div., Chrysler Corp., since Nov., 1955. Born Detroit, Mich., June 6, 1913. Entered automobile business in 1932 as apprentice toolmaker in Dodge machine div.

GOAD, LOUIS C., with GM Corp. since 1923, as executive vice-pres. since 1951 and director since 1946. Born Petersburg, Ind., Feb. 9, 1901. Univ. of Illinois, B.S., in mech. engrg. Entered automobile business in 1923 at Anderson, Ind., with Delco - Remy Co. as engr.

GOEHRIG, HAL, with Blackhawk Mfg. Co. as vice - pres. sales since 1942. Born Milwaukee, 1908. Univ. of Wisconsin, B.A. degree. Entered automobile business in 1930 at Milwaukee with present company in factory.

GOLDMAN, MARTIN E., with Aitkin - Kynett Co. as partner since 1930. Born Baltimore, Md. Entered automobile business in 1914 at Baltimore with U. S. L. Battery Distributor as salesman.

GOLDSTEIN, JAKE, with Automotive News as Midwest advertising mgr. since 1942. Born in Chicago, Aug. 30, 1895.

GOODMAN, JAMES E., vice-pres. of General Motors and gen. mgr. of Fisher Body Div. since May 1, 1952. Born in Union City, Ind., Dec. 11, 1904. Univ. of Ill. Entered automobile business in 1925 at Norwood, O., with Fisher Body Div. as metal finisher.

GOODYEAR, AUSTIN, exec. vice-pres. of Hewitt - Robins, Inc., since 1956. Born in Buffalo, N. Y. Entered automobile business in 1941 at Passaic, New Jersey, in the production dept. of Hewitt-Robins, Inc.

GORDON, JOHN F., with General Motors as vice-pres. and dir. and group executive in chge. of body and assembly plants since January, 1951. Born Akron, O., May 15, 1900. Annapolis Naval Acad., Univ. of Mich., M.S. deg. in engrg. Entered automobile business in 1923 at Detroit with Cadillac Motor Car Div. as laboratory technician.

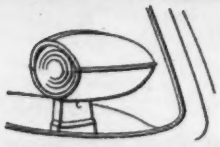
LOOK TO Guide — BEST BUYS IN SIGHT!

New car prospects can see at a glance that Guide products make driving a lot easier and more enjoyable . . . much safer, too!

Easily demonstrated advantages make them plus features for every car on the floor . . . plus profit makers for every sale!

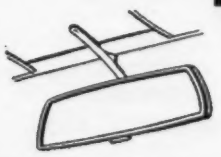
Guide is continually introducing new developments for better driving vision. Manufacturer, dealer, and buyer can look to Guide for the best buys in sight!

T-3 Safety-Aim Headlamps, Safety-Aimers



Autronic-Eye Automatic Headlight Control

Combination Spot Lamp, Rear-View Mirror



Glareproof Inside Rear-View Mirror

PRODUCTS FOR SAFER VISION . . . BY GUIDE LAMP DIVISION OF GENERAL MOTORS . . . ANDERSON, IND.

AUTOMOTIVE NEWS FAMILY ALBUM

GORDON, MAYNARD M. (Mac), with Automotive News as news editor since 1954. Born in Detroit, Sept. 5, 1927. Wayne Univ. Entered automobile business in 1944 at Detroit with Automotive News as reporter.

GREEN, LESLIE H., founder and chairman of the board of Automotive Materials Corp. since 1920. Born Detroit, Mich., 1886. Entered automobile business in 1901 at Detroit with Olds Motor Works.

GREEN, WILSON O., with United States Rubber Co. as general sales manager, tire division, since 1951. Born in Baltimore, Md., on Aug. 22, 1911. Univ. of N. Caro., Baltimore Coll. of Com. Entered automobile business Aug. 7, 1935, at Charlotte, N.C. with U.S. Rubber Co. as asst. to dist. mgr.

GRESHAM, NOAH O., with White Motor Co. as sales mgr. Wholesale Div. since 1949. Born in Herrin, Ill. Attended St. Louis U. Entered automobile business in 1929 as district mgr. Firestone Tire & Rubber Co.

GRIMES, WILLIAM M., mgr., of merch. and prod. planning office of Mercury Div., Ford Motor Co., since 1955. Born in Indiana, Harvard University. Entered automobile business in 1949 with Ford Motor Co.

GOSSETT, WILLIAM T., Ford Motor Company as vice-pres. and general counsel since March, 1947. Born in Gainesville, Tex., Sept. 9, 1904. Univ. of Utah, A. B., Columbia Univ., LL.B Coe Col. LL.D.

GREEN, ROBERT N., president of Automotive Materials Corporation since 1947. Born Detroit, Mich., 1918. Entered automobile business in 1935 at Detroit with Automotive Materials Corp.

GREENLEE, JAMES T., with Imperial Brass Mfg. Co. as vice-pres. and director in charge of Industrial Sales Division. Born in Chicago Dec. 7, 1892. Northwestern U. Entered automobile business 1910 at Chicago with Imperial Brass Mfg. Co.

GRIFFIN, HAROLD F., with Griffin Lamp Co. as pres. since organization of company in 1946. Born in Cincinnati June 10, 1898. Univ. of Cincinnati. Entered automobile business in 1917 in Detroit at Cadillac Motor Car Co.

GROVE, HOWARD P., vice-pres. Willys Motors Inc., joined Willys-Overland Motors, Inc., as vice-pres. in 1950. Born in Lester, Iowa on July 2, 1895. Entered automobile business in 1918.

GOULD, HERBERT M., with Motors Holding Div. of General Motors Corp. as general mgr. since 1949. Born in Philadelphia, Pa., Oct. 20, 1902. Wesleyan, Washington and Lee. Joined GMAC in 1926

GRACE, EDWARD R., vice-pres., Grant Adv. Inc. In advertising agency business since 1922. Born Detroit, 1892. Studied Detroit Institute of Technology. Entered automobile business in 1908 with Grabowsky Truck.

GRANT, RICHARD H., JR., with The Reynolds & Reynolds Co. as pres. since 1940. Born Dayton, O., Jan. 18, 1913. Milford Prep. Sch., Detroit Business Univ. Entered automobile business in 1936 at Centerville, O., as Chevrolet dealer.

GRANT, WILL C., with Grant Adv., Inc. as pres. Born Dallas, Tex., Aug. 9, 1906. Southern Methodist and Texas University.

GRAVES, WILLIAM H., with Studebaker-Packard Corp. as vice-pres. and dir. of eng. Born in Leslie, Mich., April 30, 1898. Univ. of Mich., B.S. degree. Entered automobile business in 1919 with Packard as a research chemist.

GREBE, HENRY C., with Ford Motor Company, Engineering Staff, as director, Body Engineering Office, since 1954. Born Detroit, May 25, 1902. Entered automobile business in 1918 at Detroit as office boy in body Engineering Department, Fisher Body Corp.

GREEN, JOHN F., general manager of Ditzler Color Division, Pittsburgh Plate Glass Company, since 1955. Born Portland, Oregon, March, 1914. Entered automobile business in 1954 at Detroit.

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and, by the way,
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TWO—ONE of
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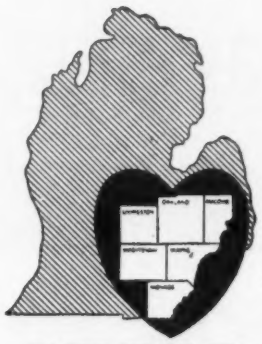

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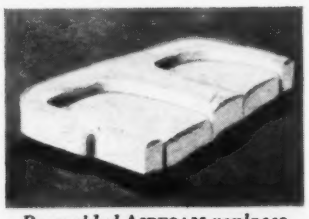

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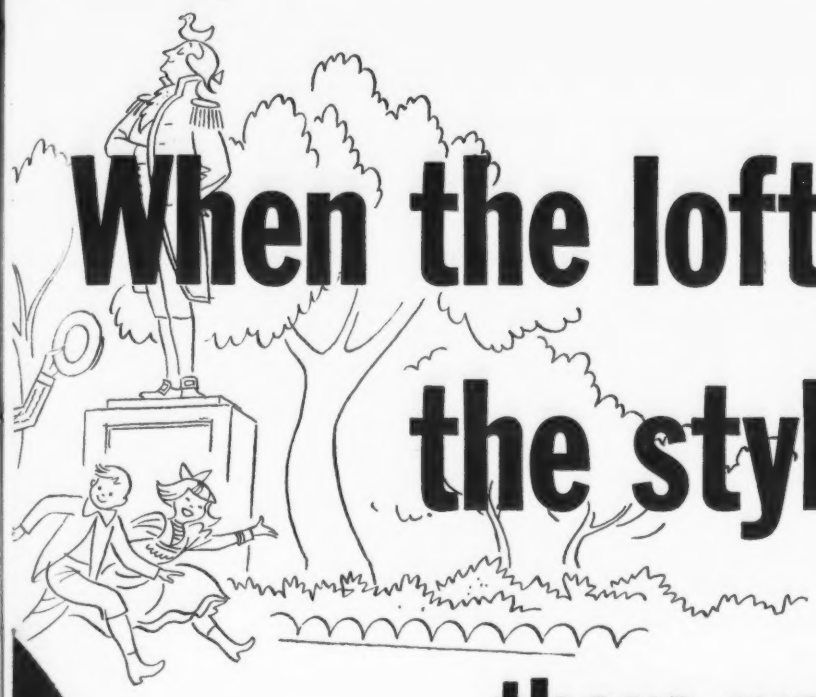

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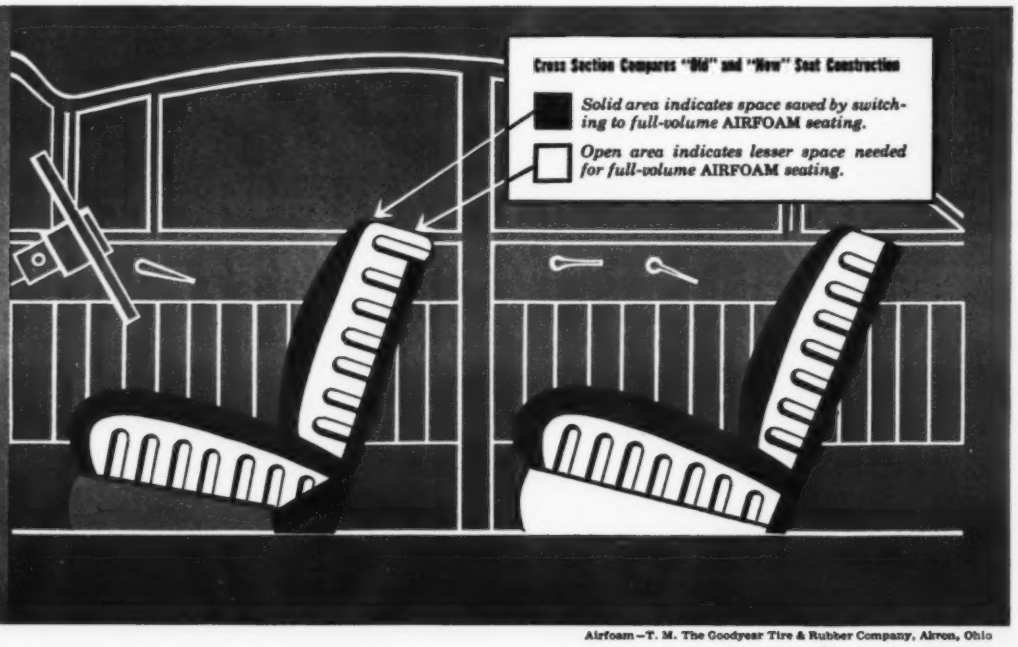

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AUTOMOTIVE NEWS FAMILY ALBUM

GUNDAKER, GUY JR., with the B. F. Goodrich Co., tire and equipment div., as field sales mgr. since 1944. Born Philadelphia, Pa., Nov. 5, 1900. Cornell Univ. Entered automobile business in 1924 at Philadelphia with the B. F. Goodrich Co.

HABEL, O. WILLIAM, gen. works mgr. of Saginaw Steering Gear Div., General Motors Corp. since 1942. Born Delta, Ohio, Nov. 23, 1898. Ohio State Univ., B.M.E. degree. Entered automobile business in 1923 at Anderson, Ind. as student eng. with Delco-Remy Div.

HAFSTAD, LAWRENCE R., vice-pres. in charge of research staff of General Motors Corp. since 1955. Born Minneapolis, Minn. June 18, 1904. Univ. of Minn., B.E.E. degree. Johns Hopkins Univ., PhD degree. Entered automobile business in 1955 with General Motors Corp.

HALL, SIDNEY S., with Libbey - Owens - Ford Glass Co. as Detroit automotive sales mgr. since 1945. Born Dayton, O., Nov. 15, 1902. Univ. of Pa., B.S. of Econ. Entered automobile business with Libbey-Owens-Ford at Toledo in 1927 as sales rep.

HALLAS, HOWARD E., pub. rel. dir. of American Motors Corp. since 1955. Born Sept. 11, 1910, Donora, Pa. U of M, 1933. Entered automobile business in 1937 with Automotive Daily News.

GUSTINE, A. NEIL, King-Seeley Corp., pres. since 1947. Born in Hartford, Mich., Feb. 12, 1900. Univ. of Michigan, B. S. degree. Entered automobile business in 1924 at Ann Arbor, Mich., with King-Seeley Corp. as draftsman.

HADLEY, C. A. J., with Hudson Motors as director of territory development since 1955. Born Indianapolis, Ind., Apr. 13, 1899. Graduated Indiana Univ. 1922. Entered automobile business in 1923 as Chevrolet dealer, Jasonville, Ind. Joined Hudson in 1935.

HAGOPIAN, LOUIS T., sales prom. mgr. of Dodge Div., Chrysler Corp., since 1955. Born Pontiac, Mich., June 1, 1925. Entered automobile business in 1948 as field claims adjuster with Pontiac. Joined Dodge in 1953.

HALL, T. FAXON, with Walker Mfg. Co. of Wis. as vice-pres. Born Negaunee, Mich., May 2, 1901. Univ. of Wis., B.A. Entered automobile business in 1930 in Milwaukee, Wis., with Shaler Co. as sales promotion mgr.

HALLER, FRED L., Past pres. National Automobile Dealers Assn. Born in Washington, D.C., Sept. 22, 1895. Entered automobile business in 1919 in District of Columbia as dealer.

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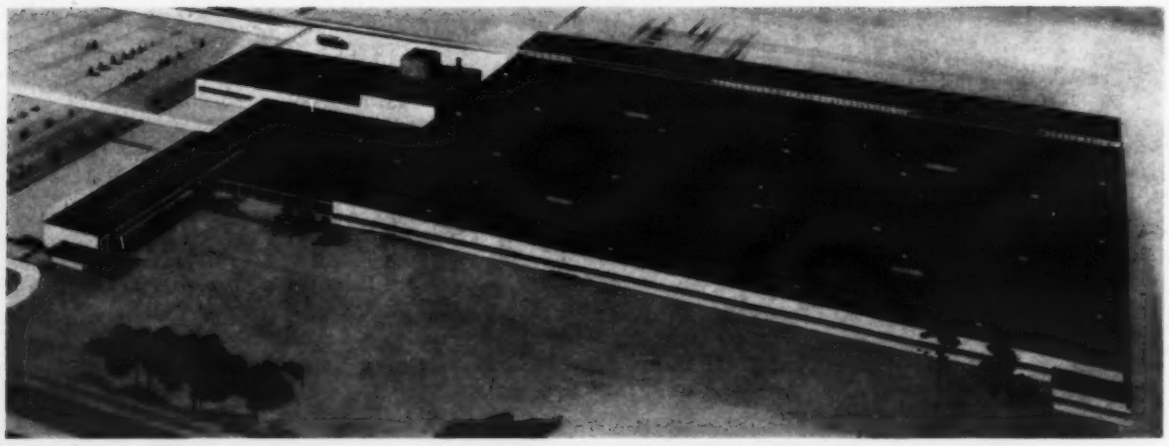
A new and modern automotive parts manufacturing facility



In a few months Thompson will begin operations in a new, modern parts manufacturing facility now nearing completion in the Detroit area. This new plant will employ the latest methods and equipment available to provide low cost, efficient manufacture of chassis parts.

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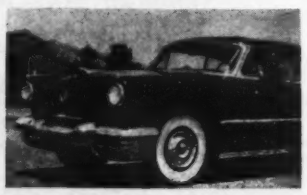
Double-Tested—week after week, 24 hours a day, extra-severe punishment is dealt out to Thompson's experimental and standard steering linkages, suspension ball joints, and other chassis parts.

In Addition—these parts undergo further tests in standard-model cars out on the open road . . . not only on average highways, but also on rutty, muddy and snowbound back roads.



Results?—These "torture tests", followed by skilled analyses by experienced Thompson engineers, result in the finest possible linkage and suspension systems for cars, buses, trucks, tractors.

HALLOCK, J. RICHARD, gen. purch. agent of Special Products Div., Ford Motor Co. since 1955. Born Lansing, Mich. Mich. State Univ., B.A. degree. Entered automobile business in 1947 as mgr. of organization and methods dept. at Lincoln-Mercury Div.

HAMILTON, GUY JR., with Ford Div., Ford Motor Co., as asst. gen. sales mgr.—planning and analysis, since 1953. Born Whitewright, Tex. Rice Institute. Entered automobile business in 1948 at Dearborn, Mich., with Ford Motor Co. as member of the organization department.

HAMLIN, J. R., general manager Aro Top Sales Co. since 1945. Born Wenham, Mass., in 1892. Entered automobile business in 1916 at Boston with Connell-McKone Co., as salesman.

HAMMOND, FREDERICK M., with Gemmer Manufacturing Company as President. Born in Pontiac, Michigan, September 23, 1911. Princeton, B.S., M.E. degree. Entered automobile business in 1933 at Detroit with Gemmer Manufacturing Co.

HANCOCK, ROBERT W., with Hancock Mfg. Co. as pres. and gen. mgr. since 1948. Born in Chicago, Jan. 1 1905. Mass. Inst. of Tech. Entered automobile business in 1927 at Jackson, Mich., with Hancock Mfg. Co. as prod. clerk.

HANCOCK, WILLIAM G., with McCord Corp. as pres. since June, 1948. Born Detroit Dec. 22, 1894. Entered automobile business in 1919 in Detroit with McCord Corp. as office mgr.

HARBISON, JOHN S., mgr. of repl. sales of Willard Storage Battery Div., The Electric Storage Battery Co. Born Magazine, Ark. Apr. 9, 1915. Entered automobile business in 1947 at Kansas City with the Willard Storage Battery Co.

AUTOMOTIVE NEWS FAMILY ALBUM

HARDER, DEL S., with Ford Motor Co. as exec. vice-pres. and gen. mfg. mgr. of the three automotive divisions since Jan., 1955. Born in Delhi, N. Y., March 19, 1892. Mechanical Engrg. Correspondence School. Entered automobile business in 1912 at N. Y. with Yellow Cab Co.

HARTIG, ARNOLD W., plant manager of Universal Div. of Chrysler Corp. since Nov., 1955. Born May 30, 1909, in Reedsburg, Wis. Entered automotive field with Universal Products in 1946, serving as treas. and dir.

HASEMEYER, HAROLD E., with The Electric Auto-Lite Co. as vice-pres. in chge. of prod. since 1955 and member of the board of directors since 1952. Born Toledo, 1897. Entered automobile business in 1915 with Auto-Lite.

HATCH, CLARANCE, JR., exec. vice-pres. of Campbell-Ewald Co. since 1956. With D. P. Brother as executive vice-president from 1933 to 1955, with Kudner Agency 1955-1956 as sen. vice-pres. Born in Savannah, Ga. Entered advertising business with Chrysler in 1923.

HAWKES, HOWARD N., with U. S. Rubber Co. as vice-pres. and gen. mgr. tire div. since 1951. Born in Brooklyn, N. Y., June 17,1894. Pratt Inst. Entered automobile business in 1912 at New York with U. S. Rubber Co. as tire adjuster.

HARDING, ALBERT B., with Lempco Prod., Inc. as vice-pres., sales since 1949; with Lempco Automotive, Inc. as pres. since July, 1953. Born 1917. Lehigh Univ., B. S. degree. Entered automobile business in 1946 at Bedford, O., with Lempco Prod., Inc. as sales engr.

HARTIGAN, JOSEPH J., with Campbell-Ewald Co. since 1925. Senior vice-pres. and dir. Born in Chicago, Apr. 27, 1899. Mark Sheridan-St. James. Entered automobile business in 1916 at Chicago with Critchfield & Co.

HASSEL, CARL E., vice-pres. and media dir., Ross Roy, Inc. Born Menominee, Mich., July 19, 1903. Univ. of Michigan. Entered automobile business in 1926 in Detroit with Campbell-Ewald Co. as research asst.

HAVILAND, GEORGE A., pub. relations mgr. of Continental Div., Ford Motor Co., since 1956. Born Philadelphia, Pa., Oct. 23, 1922. Graduate of Temple Univ. Entered automobile business in 1952 as staff rep. for Ford Motor Co.

HAWKINS, ALFRED I., with Rockwell Spring & Axle Co. as vice-pres. since 1953. Born Grove, Mich., Aug. 8, 1893. Ferris Inst. Entered automobile business in 1912 at Jackson with Sparks-Withington Co. as steno-clerk.

HARDING, SAM V., with Bendix Prod. Div. of Bendix Aviation Corp. as adv. mgr. since 1937. Born Indianapolis June 21, 1900. Entered automobile business in 1922 in Indianapolis with Marmon Motor Car Co. as sales and sales prom. mgr.

HARRIG, ERNEST L., with Chevrolet Motor Div. of GM Corp. as gen. serv. mgr. since 1947. Born Hannibal, Mo., May 12, 1895. Entered automobile business in 1908 in Omaha, Neb., with Franklin-Peerless as mechanic.

HARRINGTON, F. THEODORE, with Vickers, Inc. as vice-pres., sales since 1939. Born in Cleveland, O., 1903. Univ. of Akron, M.E. Entered automobile business in 1932 at Detroit with Vickers, Inc., as sales engineer.

HARRINGTON, RALPH H., adv. dir. General Tire & Rubber Co., all products, all divisions, since 1936.

HARRIS, MAURICE J., assistant sales mgr. in charge of territory development of Chrysler Div., Chrysler Corp., since 1954. Born Provo, Utah, March 27, 1907. Univ. of Utah. Entered automobile business in Salt Lake City as a dealer.

HARROW, T. T., with White Motor Co. as dir. of export since 1949. Born 1809. Entered automobile business in 1926 as salesman.

HARTFORD, LAWRENCE D., vice-president in charge of sales of Dunlop Tire and Rubber Corporation since 1954. Born in Ohio, Nov. 27, 1898. Entered tire business in 1923 at Chicago as office manager of Dunlop Tire and Rubber Corporation.

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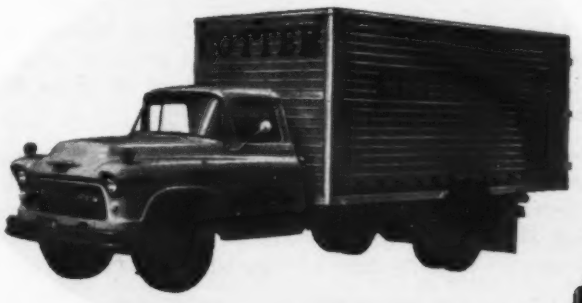

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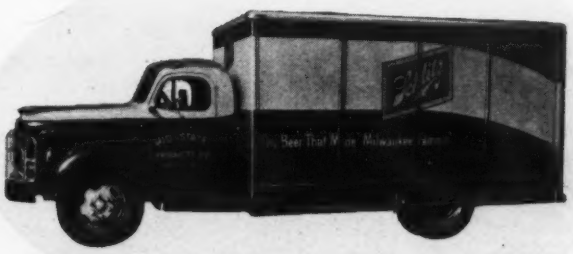

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AUTOMOTIVE NEWS FAMILY ALBUM

HAYS, ROBERT M., with Timken-Detroit Axle Div., Rockwell Spring & Axle Co. as vice-pres. since 1953. Born Pittsburgh, Pa., Aug. 2, 1902. Penn State. Entered automobile business in 1927 at Pittsburgh with Dible Buick as salesman.

HILL, HAROLD H., general manager automotive finishes, Pittsburgh Plate Glass Co. Born Blissfield, Mich., May, 1910. Entered automobile business in 1935 at Detroit with Ditzler Color Division.

HODGSON, CHARLES F., vice-president in charge of sales of Weaver Manufacturing Co. since 1949. Born Springfield, Ill., 1884. Entered automobile business in 1912 at Springfield as sales manager and secretary of Weaver Manufacturing Co.

HOLADAY, ORVILLE C., with Ramsey Corp., St. Louis, Mo., as vice-pres. service division mgr. Born Xenia, Ill., 1895. Entered automobile business in 1917 in Alma, Mich., with Republic Motor Truck Co. as accountant.

HOLDSWORTH, HARRY W., with New Departure Div., General Motors Corp., as adv. mgr. since 1953. Born East Lansing, Mich., 1893. Mich. State Coll. Entered automobile business in 1920 at Bristol, Conn., with New Departure Div.

HEIL, JOSEPH F., with Heil Co. as pres. since 1946. Born in Wisconsin in 1902. Northwestern Univ. Entered automobile business in 1923 with Heil Co.

HOBAN, JOSEPH A., With B. F. Goodrich Co. as vice-president replacement sales, tire and equipment division since 1953. Born Cincinnati, May 10, 1897. Univ. of Cincinnati; LL.B. Entered automobile business in 1919 in Akron with B. F. Goodrich Co. as salesman.

HOFFMAN, PAUL G., chmn. of the bd., Studebaker-Packard Corp. Born Chicago, Apr. 26, 1891. Univ. of Chicago. Entered automobile business in 1910 at Chicago with Halladay Motor Co. as porter.

HOLDEN, PARKER with Holden, Chapin, LaRue, Inc. as pres. since 1926. Born Detroit, Mich., Feb. 1897. Trinity Coll. A.B. Entered advertising business in 1919 in Detroit with Seelye & Brown Adv. Agency as acct. exec.

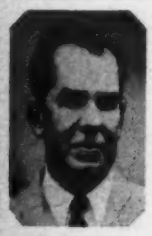
HOLIHAN, ROY J., advertising representative for Automotive News since 1955. Born Buffalo, N. Y., Sept. 1, 1900. University of Detroit. Entered automobile business in 1920 at Detroit as assistant advertising manager of Cadillac Motor Car Co.

HENDERSON, ELDON H., with Yale Rubber Mfg. Co. as pres. Entered automobile business in 1927 with Continental Rubber Works as sales engineer. Left in 1945 to found Yale Rubber Mfg. Co.

HENRY, T. J., mgr. of adv., sales prom. and training of Mercury Div., Ford Motor Co., since 1954. Born Seaforth, Ont., Canada. Entered automobile business in 1935 with N. W. Ayer & Son, handling adv. and sales prom. for Ford Motor Co., of Canada.

HERMAN, FRANK P., with Purolator Products Co. as vice-pres. and consultant. Born in Ashland, O., 1886. Ohio State. Entered automobile business in 1912 at Detroit with Studebaker Corp. as salesman.

HERPOLSHEIMER, PAUL JR., with DeSoto Div., Chrysler Corp., as asst. gen. sales mgr. since 1955. Born Sept. 26, 1904, in Seward, Neb. Univ. of Neb. Entered automobile business in 1926 at Seward, Neb., as retail salesman.



HERRINGTON, ARTHUR W., with Marmon Herrington Co., Inc. as chmn. of bd. since 1941. Born Coddankam Suffolk, Eng., March 30, 1891. Stevens Tech., M. E. degree Rose Poly. D. E. Entered automobile business in 1912 at Milwaukee with Harley Davidson Motorcycle Co. as engr.

HICKS, GLENN H., with Acme Quality Paints, Inc., technical dir. since 1940. Factory manager since 1953. Born Garnett, Kan., May 5, 1903. Univ. of Kan., A. B. Entered automobile business in 1923 in Kansas City, Mo., with Cook Paint & Varnish Co., as chemist.

HIGGINS, HARRY B., chairman of board of Pittsburgh Plate Glass Co. since Dec. 14, 1955. Born Newburyport, Mass. Harvard Univ., A.B. degree. Entered automobile business at Minneapolis with Pittsburgh Plate Glass Co.

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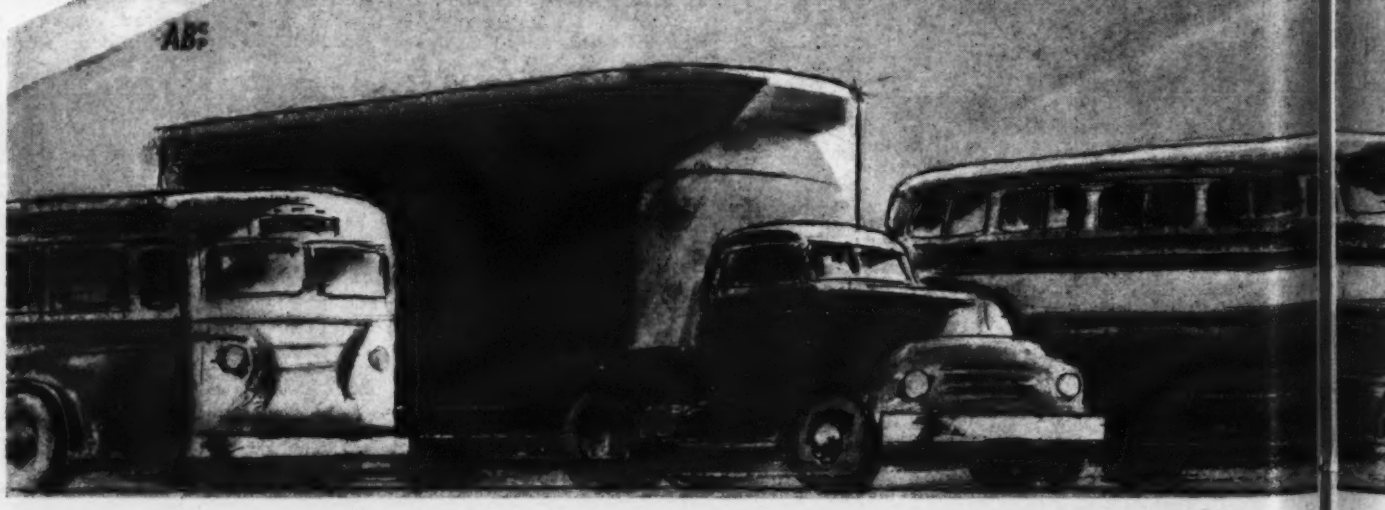

AUTOMOTIVE NEWS FAMILY ALBUM

HOLLEY, EARL, with Holley Carburetor Co. as vice-chmn. of the board since Jan., 1953. Born Port Jervis, N. Y. Bradford, Pa., High Sch. Entered automobile business in 1901 in Bradford, Pa., with Holley Motor Co.

HOLLEY, GEORGE M., JR., with Holley Carburetor Co. as pres. since 1953. Cornell Univ., B. of Arts. Entered automobile business in 1938 at Detroit with Holley Carburetor.

HOLLINGSHEAD, RICHARD M., with R. M. Hollingshead Corp. as chmn. of board. Born Riverton, N. J., Feb. 25, 1900. Manlius. Entered automobile business in 1918 with R. M. Hollingshead Corp.

HOOPER, GEORGE P., with Hancock Mfg. Co. as vice-pres., mgr. of auto. sales, Hewitt-Robins, Inc. Born London, Canada, 1893. High school, bus. coll. Entered automobile business in 1920 at Windsor, Ont., with GM Corp. as foreman.

HOPE, IVOR H., with Hope Metal Products, Inc., as pres. since 1939. Born London, England, in 1896. Oxford Univ., England, B. A., M. A. Entered automobile business in 1920 with Chandler Motor Car Co. as P. A.

HOLLEY, GEORGE M., with Holley Carburetor Co. as chmn. of the board since 1917. Born Port Jervis, N. Y. Apr. 11, 1878. Stevens School. Entered automobile business in 1897 in Bradford, Pa. with Holley Brothers Co.

HOLLEY, JOHN C., with Holley Carburetor Co. as vice-president and director of sales. Cornell Univ. Entered automobile business in 1940 at Detroit with Holley Carburetor in engrg. dept.

HOLMES, FOSTER, with Lincoln Engineering Co. as first vice-pres. and treas. since 1937. Born Minneapolis, Minn., June 25, 1890. Phillips Exeter Acad., Sheffield Scientific School of Yale Univ., B. S. degree. Entered the lubricating equipment business in 1931 at St. Louis with Lincoln Engineering Co. as sales mgr.

HOOVER, ERIC R., with Oldberg Mfg. Co. as pres. since 1940. Born Hamilton, Ontario, Canada, Feb. 28, 1893. Business college. Entered automobile business in 1915 at Lansing, Mich., with Olds Motor Works as stenographer.

HOPKINS, PHILIP B., dir. of exec. serv. staff, Chrysler Corp., since April, 1955. Born Middlefield, O., Mar. 18, 1901. Entered automobile business at Cleveland with F. B. Stearns Co. following World War I.

HORNER, STANLEY H., past pres. National Automobile Dealers Assn., past pres. of Washington Automobile Dealers Assn. Buick dealer since 1917, dir. Universal Underwriters, Pres. D. C. Old Timers, Dir. Automobile Old Timers. Entered automobile business in 1904 at Washington, D. C.

HOWARD, J. B., asst. gen. mfg. mgr. of Mercury Div., Ford Motor Co., since 1955. Born Greenville, Texas. Rice Institute, Southern Methodist Univ. Entered automobile business in 1926 with Ford Motor Co.

HUDSON, MARVIN L., export mgr. of Nash Motors Div. of American Motors Corp. Born Powhatan, Ark. Detroit Business Institute. Entered automobile business in 1925, working on assembly line of Rickenbacker Motor Car Co.

HUFSTADER, WILLIAM F., vice-pres. of General Motors Corp. in charge of distribution since Nov. 1, 1948. Born Jersey City, N.J., June 25, 1895. Denison Univ. Entered automobile business in 1915 at Buffalo with Pierce-Arrow Motor Car Co. as student engineer.

HUGHSON, WILLIAM L., with Wm. L. Hughson Co. as pres. since 1903. Born Buffalo, N. Y., Nov. 13, 1869. Business college. Entered automobile business in 1903 at San Francisco.

HULCE, RAY A., gen. pur. agt. of Lincoln Div., Ford Motor Co., since 1955. Born Whitewater, Wis. Univ. of Mich., B.S. degree, Columbia Univ., M.S. degree. Entered automobile business in 1948 with Ford Motor Co.

HUMPHREYS, HARRY E., JR., with U. S. Rubber Co. as pres. since 1949 and chmn. since 1951. Born Philadelphia, Oct. 24, 1900. Wharton School of Finance. Entered automobile business in 1938 in New York with U. S. Rubber Co. as vice-pres. and director.

AUTOMOTIVE NEWS FAMILY ALBUM

HUNGATE, VIVIAN BERYL, with Associates Investment Co. as vice-pres. since 1945. Born in Clermont, Ind., Apr. 30, 1898. Fountain High. Entered automobile business in 1925 at Indianapolis with Chevrolet Motor Co. as district rep.

HUSTED, ELBERT E., with Titeflex, Inc., as pres. since 1942. Born Kansas City, Kans., June 8, 1892. Colorado Agr. Coll. Entered automobile business in 1924 in Newark, N. J., with Titeflex, Inc., as salesman.

INGERSOLL, ROY C., chmn. of the bd. and pres. of Borg-Warner Corp. 1936 to 1950. Born Sandoval, Ill., Oct. 24, 1884. Knox College. Director Automotive & Aviation Parts Manufacturers, Inc., Chicago, Rock Island & Pacific R. R., Kelsey-Hayes Wheel Co., and Transportation Assn. of America.

ISON, FRED M., with Saginaw Steering Gear Div., GM Corp., as sales and service mgr. since June 16, 1952. Born Burgin, Ky. Burgin H. S. GM Inst. Entered automobile business with Fisher Body Div. of GM Corp. in July, 1927.

JACKSON, HENRY M., vice-pres. of J. Walter Thompson Co. since 1953. Born San Francisco, Calif., Oct. 30, 1906. Univ. of California. Entered automobile business in 1946 at San Francisco as account representative of J. Walter Thompson Co.

HUNT, ROY A., with Aluminum Company of America since 1903; president 1928-1951; chairman exec. committee since 1951. Born in Nashua, N. H., Aug. 3, 1881. Yale, 1903; A. B. Univ. of Pittsburgh, Ph. D. (Hon.), 1944. Oberlin College, Ph.D. (Hon.) 1953.

HUTCHINSON, RICHARD A., vice-pres. and mgr. of export div. of Studebaker - Packard Corp. Born Spokane, Wash., Sept. 19, 1897. Gonzaga Univ. Entered automobile business in 1917 at Portland, Ore., with Charles C. Fagan Co. as salesman. Joined Studebaker in 1923.

IRELAN, FRANK H., with Delco Prod. Div. of GM Corp. as gen. mgr. since 1940. Born near Hollansburg, O., Jan. 3, 1893. Indiana Business College. Entered automobile business in 1916 at Dayton, O. with Dayton Eng. Lab. Co. as shopman.

IVEY, EDSON W., with Chevrolet Motor Div. as adm. asst. to gen. mgr. since 1946. Born Campbellford, Ontario, Can., 1893. Entered automobile business in 1909 at Flint, Mich., with Buick Motor Div. as clerk.

JACKSON, LEE R., with Firestone Tire & Rubber Co. as pres. since Jan. 1948. Born Akron, Apr. 28, 1891. Univ. of Akron. Entered tire business in 1912 at Akron with Firestone Tire & Rubber Co. as salesman.

JACOBSON, CHARLES L., with Chrysler Corp. as vice-pres., charge of sales since 1954. Pres. parts div., 1949-54. Born Paw Paw, Ill., May 29, 1896. Kalamazoo Coll. Entered automobile business in 1914 at Detroit with Ford Motor Co., adv. dept.

JAHANT, CHARLES J., with General Tire & Rubber Co. as vice-pres. since 1922. Born Akron, O., June 19, 1885. Buchtel Coll., B. S. degree. Entered automobile business in 1909 at Akron with Firestone Tire & Rubber Co. as div. supt.

JAMIESON, JOHN C., with Pontiac Motor Div., GM as asst. gen. sales mgr. since 1953. Born Nov. 16, 1896, at Edenburg, N. D. Attended N. D. Agriculture coll. Entered automobile field in 1924 as retail salesman, later sales-mgr. Tucson dealership. Joined Pontiac 1935.

JOHN, W. A. P., co-founder of MacManus, John & Adams, Inc. Now its Consultant. Born in New Albany, Ind., Jan. 31, 1895. Univ. of Mich., A. B. degree. Entered automobile business in 1916 at Detroit with Dodge Bros., adv. dept. as copy-writer.

JOHNS, J. MELVILLE, vice-pres., director of sales, LOF Glass Fibers Co. Formerly was indus. sales mgr. Libbey-Owens-Ford Glass Company. Born Brooklyn, N. Y., Oct. 4, 1901. Entered automobile business in 1922 at Charleston, W. Va., with LOF window glass plant. Graduate Harvard Advanced Business Course.

JOHNSON, ABEN E., with Hastings Mfg. Co., Hastings, Mich., as president 1939 - 1955, chairman of the board since 1955. Born Oakland, Neb., Sept. 5, 1884. Nebraska Business School. Entered automobile business in 1916 at Hastings with Hastings Mfg. Co. as gen. mgr.

JOHNSON, CARL W., senior vice-pres., Clevite Corp. (formerly Cleveland Graphite Bronze Co.) since 1946. Born Red Wing, Minn., 1886. Business coll. Entered automobile business in 1916 at Cleveland with Cleveland Graphite Bronze Co. as mechanic.

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of all makes

GENERAL MOTORS ACCEPTANCE CORPORATION

AUTOMOTIVE NEWS FAMILY ALBUM

JOHNSON, COURTNEY, with Studebaker-Packard Corp. as head of the Washington, D. C. governmental office since Jan., 1955. Born in Chicago, March 6, 1891. Lawrenceville, Princeton, C.E. degree. Entered automobile business in 1915 at Flint, Mich., with Dort Motor Car Co. as pur. agent.

JOHNSTON, C. RICHARD, with Plymouth Div., Chrysler Corp. as director of market analysis since June, 1955. Born Detroit, Mich. Wayne University, Master's degree in economics.

JONES, BLYTHE R., with Ethyl Corp. Research Lab. as mgr., Passenger Car Div. of Technical Service since 1944. Born Petersburg, Ind., Feb. 6, 1903. Univ. of Ill. With Ethyl Corp. since 1932. Entered automobile business in 1926 with Studebaker Corp.

JONES, EDWIN OLNEY, senior vice-pres. and secy., dir. of sales of the Original Equipment Sales of Federal-Mogul Div. of Federal-Mogul-Bower Bearings, Inc. Born Philadelphia, Pa., Sept. 12, 1894. Univ. of Pa., B.S. in M.E. Entered automobile business in 1919 at Detroit with Federal Bearing and Bushing Corp. as engr.

JONES, G. RAY, with General Motors Corp. since 1926. Joined Oldsmobile 1933 Named gen. sales mgr. for Oldsmobile July, 1949. Born in Georgetown, Tex., March 4, 1895. Univ. of Michigan.

JOHNSON, DAVID W., with Muskegon Motor Specialties Co. as pres. since 1952. Born Algonac, Mich., Oct. 22, 1915. University of Detroit, B.M.E. degree. Entered automobile business in 1939 at Detroit with Federal Mogul Corp. as test engineer.

JOHNSTON, GEORGE J., with Brooke, Smith, French & Dorrance, Inc., since 1934. Vice-pres. and account supervisor. Born Detroit, Mich. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co.

JONES, DUANE A., with United Motors Service Div., GM Corp., as adv. mgr. since 1938. Born Calumet, Mich., Dec. 30, 1902. Univ. of Mich. Entered automobile business in 1920 at Detroit with Cadillac Motor Car Co. in adv. dept.

JONES, ERNEST A., pres. of MacManus, John & Adams, Inc., since Dec., 1955. Born Jamestown, N. Y., June 18, 1915. U. of M., A.B. degree. Entered automobile business in 1938 at Detroit on Pontiac account of MacManus, John & Adams, Inc.

JOSEPH, ELMO L., eastern div. sales mgr. of Chrysler Div., Chrysler Corp. since 1955. Born Summerfield, Ill. Washington Univ. Entered automobile business in 1949 at New Orleans as district mgr. of Chrysler Div.

JOHNSON, HAROLD W., chief prod. engr. of Continental Div., Ford Motor Co. since 1955. Born Detroit, Mich. Wayne Univ., B. S. degree in M. E. Entered automobile business with Kaiser Motors.

JOHNSON, JOSEPH, with Snap-on Tools Corp. Snap-on Tools of Canada, Ltd., as pres. since 1939. Born Milwaukee, 1894. Entered automobile business in 1918 at Milwaukee with American Grinder Mfg. Co. as mfg. exec.

JOHNSON, PAUL C., with Sealed Power Corp. as pres. since April, 1952. Born Muskegon, Mich., 1907. Entered automobile business in 1929 with Sealed Power Corp.

JOHNSON, RAY, P., exec. and director of Borg - Warner. Born Muncie, Ind., July 31, 1907. Harvard. Entered automobile business in 1925 with Warner Gear, Div. Borg - Warner.

JOHNSON, RUSSELL S., with Eclipse Machine Division, Bendix Aviation Corporation, as director of sales since 1953. Born June 20, 1907 at Durell, Pa. Entered automobile business with Eclipse Machine Co. engineering dept. in 1926. Manager Detroit office, Eclipse Machine Division 1931 to 1953.

JOHNSON, STEPHEN, JR., with Bendix-Westinghouse Automotive Air Brake Co. as chief engr. since 1947. Born Newport News, Va., Feb. 5, 1900. Univ. of Mich., B. S. degree. Entered automobile business in 1923 at Pittsburgh with Westinghouse Air Brake Co. as mechanical expert.

JOHNSON, WOODROW D., general sales manager, Textile Div. U. S. Rubber Co., since 1954. Born New York, N. Y., Feb. 4, 1917. Columbia Univ. Entered automobile business in 1942 at New York as merchandising mgr. of U. S. Rubber Co.

AUTOMOTIVE NEWS FAMILY ALBUM

JUBE, ALBERT R., with Collins and Aikman Corp., pres. since 1949. Chmn. of bd. Aug. 28, 1953. Born New York City July 26, 1888. Amherst, B. S. Entered automobile business in 1923 at New York City with Collins & Aikman Corp. as counsel.

KAEGI, EDWARD A., with Detroit Transmission Division of General Motors Corp. as gen. mgr. since Jan., 1953. Born New Albany, Ind., Dec. 24, 1903. Purdue Univ., B. S. degree. Entered automobile business in 1926 at Anderson, Ind. with Delco-Remy Division as student engineer.

KAISER, HENRY J., chmn. of bd. and dir. of Willys Motors, Inc. Born Sprout Brook, N. Y., May 9, 1882. Entered automobile business in 1945 at Willow Run, Mich., with Joseph W. Frazer as partner.

KANZLER, ERNEST C., with Universal C. I. T. Credit Corp. since 1928. As vice-chmn. of the board since Jan. 1, 1952. Born in Saginaw, Mich., May 29, 1892. Univ. of Michigan, Harvard, A.B. LL.B. degrees. Entered automobile business in 1916 at Detroit with Henry Ford & Son as prod. mgr.

KEELING, HAL R., with Keeling & Co., Inc., as pres. (also vice-pres. and dir., Hastings Mfg. Co., Hastings, Mich.; also dir. Griffin Lamp Co., Hamilton, O.) since 1937. Born Fountain County, Ind., 1892. Butler Univ. Entered automobile business in 1917 at Kokomo, Ind., with Haynes Automobile Co. as adv. mgr.

JUDGE, J. EMMET, mgr. of merchandising and product planning office of the Special Products Div., Ford Motor Co., since 1955. Born Grafton, N. D. Univ. of North Dakota. Entered automobile business in 1949 at Detroit with Lincoln-Mercury Div. as mgr. of product and facilities planning.

KAISER, EDGAR, F., President and director of Willys Motors, Inc. in 1949. Born Spokane, Wash., July 29, 1908. Univ. of California. Entered automobile business in 1945 at Willow Run, Mich., with Henry J. Kaiser, as vice-pres. and gen. mgr.

KALB, LEWIS P., with Continental Motors Corp. since 1921. Dir. since 1939. Born Bellefontaine, O., June 24, 1888. Cornell, M. E. degree. Entered automobile business in 1911 at Elyria, O., with Garford as draftsman.

KEATING, THOMAS H., vice-pres. and dir., GM Corp., with Chevrolet Motor Div. as gen. mgr. since 1949. Born Brooklyn, N. Y., 1894. Entered automobile business in 1917 at New York City with Chevrolet as clerk, distribution dept.

KEENER, J. WARD, with The B. F. Goodrich Co. as vice-pres. since 1946. Born Birmingham, Ala., Aug. 6, 1908. Birmingham Southern Coll., Univ. of Chicago, M. degree in bus. adm. Entered automobile business in 1937 at Akron with B. F. Goodrich Co.

KELLER, KAUFMAN T., with Chrysler Corp. as chmn. of board since Nov. 3, 1950, after serving as pres. for 15 years. Also former Dir. of U. S. Guided Missiles Program. Born Mount Joy, Pa., Nov. 27, 1885. Entered automobile business in 1906 at East Pittsburgh, Pa., with Westinghouse Machine Co. as apprentice.

KELLER, ROBERT T., with Chrysler Corp. as vice-pres. since 1953 and in charge west coast automotive division since Feb., 1955. Born in Detroit, July 24, 1912. Entered automobile business in 1934 with Dodge Div., Chrysler Corp. in Detroit.

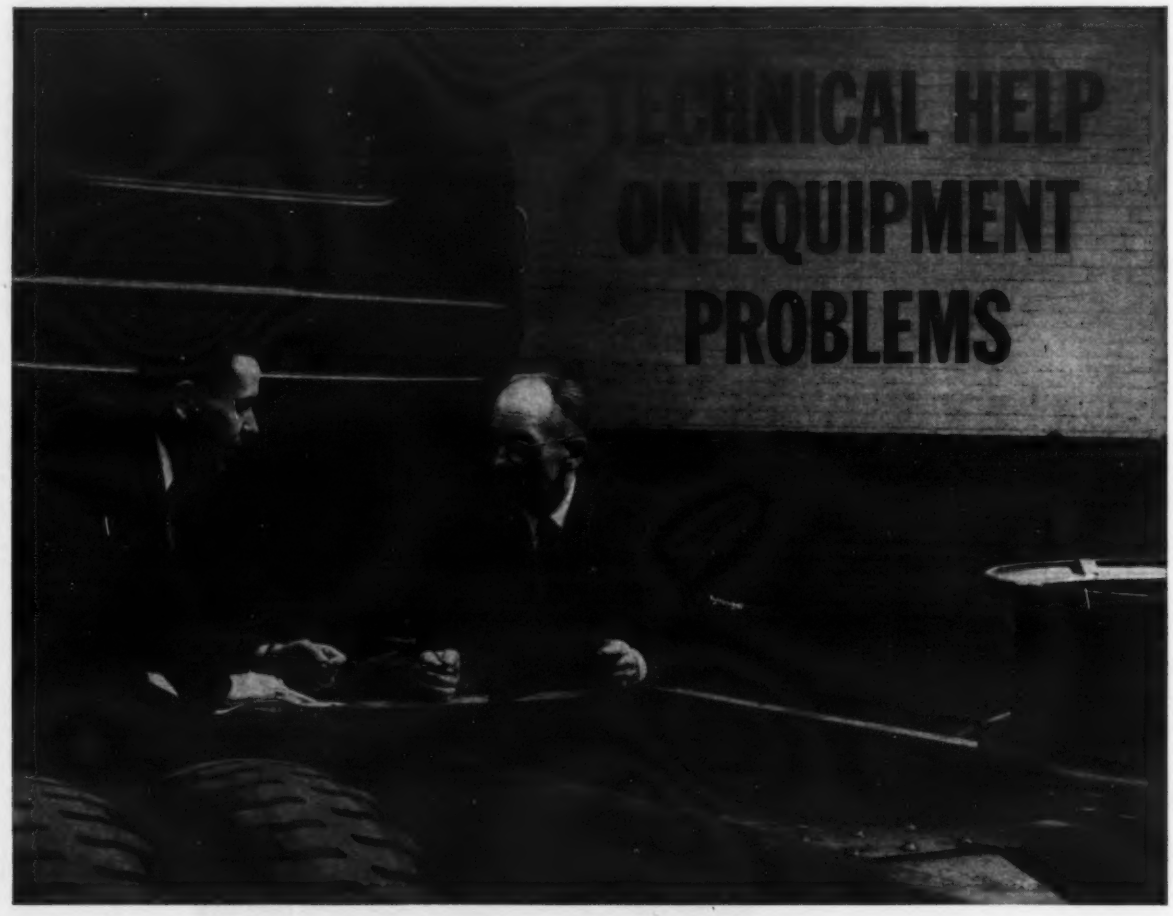
KELLER, WILLIAM A., with Studebaker Div. as gen. sales mgr. since Jan., 1955. Born Dayton, Ohio, Aug. 30, 1908. Entered automobile business in 1931 at Dayton.

KELLEY, EDWARD H., with Chevrolet Div. of General Motors Corp. as gen. mfg. mgr. since May, 1952. Born in Lowell, Mass. Entered automobile industry as engr. for Studebaker Corp. in 1924.

KELLY, ARTHUR, with B. F. Goodrich Co., as pres. of Tire & Equipment Div., vice-pres, B. F. Goodrich Co. Purdue Univ. Entered automobile business in 1925 with B. F. Goodrich Co.

KELLY, RICHARD D., vice-pres. of The Electric Auto-Lite Co. since 1954. Born Toledo, O., June 12, 1914. Cornell Univ. Entered automobile business in 1942 with Auto-Lite Co.

KENNEDY, FRANK J., secy. of The Electric Auto-Lite Co. since 1944 and vice-pres. since 1953. Born New York, N. Y., Feb. 19, 1903. Fordham Univ. Entered automobile business in 1921 with Moto-Meter Co., Inc.



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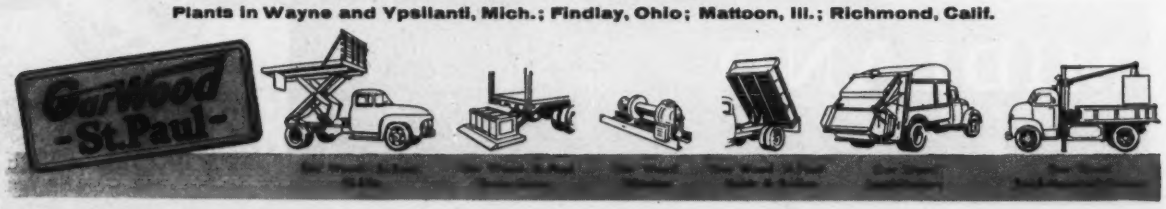

AUTOMOTIVE NEWS FAMILY ALBUM

KENT, PHILIP J., with Engineering Division of Chrysler Corp. as executive engineer Consulting Staff since December, 1955. Born Great Bend, Kans., Nov. 29, 1890. Cornell Univ., 1914, M.E. degree. Entered automobile business in 1916 at Detroit with Studebaker as mechanic in service dept.

KLAUS, CHARLES A., with Maremont Automotive Products, Inc., as vice-pres. since 1945. Born DePere, Wis., 1903. Marquette, M. E. degree. Entered automobile business in 1928 at Pontiac, Mich., with General Motors Truck as engr.

KLEIN, L. W., with Gabriel Co. as vice-pres., charge of sales. Born Edinburgh, Ind., Feb. 2, 1900. Manual Training High School. Entered automobile business in 1917 at Indianapolis with Willard Storage Battery as dist. rep.

KNOWLSON, JAMES S., with Stewart-Warner Corp. as chmn. of board since 1934. Born Chicago, June 29, 1883. Cornell, M.E. and E.E. degrees. Entered automobile business in 1934 at Chicago with Stewart - Warner as chmn. of board.

KOHR, ROBERT F., with Ford Motor Co., Engineering Staff, as dir., Gen. Engrg. Office, since 1954. Born Washington, D.C., Oct. 17, 1893. University of Michigan, B.S., 1917; M. E., 1925. Entered automobile business in 1920 at Washington, D. C., as asst. mechanical engr. for National Bureau of Standards.

KERSHOW, WILLIAM V., gen. service mgr. of Willys Motors, Inc. Born New York City. U. S. Army School Military Aeronautics, Univ. of Toledo. Entered automobile business with Willys - Overland, Inc., in 1913.

KLAUSMEYER, DAVID M., with Marmon-Herrington Co., Inc., as pres. since 1946. Born Norwood, O., Feb. 2, 1902. Entered automobile business in 1920 at Kalamazoo with Barley Motor Car Co. as body designer.

KNIGHT, GEORGE C., with Geo. C. Knight Co., pres. since 1940. Born Lincoln, Neb., Aug. 29, 1892. Prep. school. Entered automobile business in 1930 at Detroit with Detroit Metal Specialty Co.

KOCH, HERMAN J., pres. of O. L. Anderson Co., Inc. since 1930. Born Manchester, Mich., Sept. 1, 1885. Detroit Bus. Univ. Entered automobile business in 1930 at Detroit as pres. of O. L. Anderson Co., Inc.

KOUNS, L. T., with Studebaker division, Studebaker - Packard Corp., since 1955 as asst. gen. sales mgr. Born Farmington, Ia., Feb., 1903. Univ. of Minn. Entered automobile business in 1923 at Ford Motor Co.

KESSEL, GEORGE A., vice-pres. of The Electric Auto - Lite Co., since1953. Born Brooklyn, N.Y., Feb. 3, 1908. Heffler Business Institute, Univ. of Toledo. Entered automobile business in 1929 as accountant with Moto-Meter Co., Inc.

KESSINGER, W. L., with Dodge Div. of Chrysler Corp. as asst. advertising mgr. trucks since 1955. Joined Dodge in 1935 as serv. prom. mgr. Born July 5, 1894, at Patoka, Ind. Wabash College, A.B. Entered automobile business in 1916 with Cadillac as service claims inspector.

KETTERING, CHARLES F., with General Motors Corp. since 1920, now a director and research consultant since 1947. Born Loundonville, O., 1876. Ohio State Univ. E. E. in M. E. Entered automobile business in 1909 at Dayton, O., with Delco as part owner.

KIMBALL, BASIL B., with Pontiac Motor Div., GMC, as adv. mgr. since 1947. Born Pontiac, Mich., Jan. 3, 1897. U.S.M.A. Entered automobile business in 1917 at Pontiac with Oakland Motor Car Co.

KIMBALL, DEXTER SIMPSON, JR., with Bendix - Westinghouse Automotive Air Brake Co. as vice pres. and gen. mgr. since 1953. Born Ithaca, N.Y., July 15, 1906. Stanford Univ., Cornell Univ., M. E. and M. M. E. degree. Entered automobile business in 1928 at Muncie, Ind., with Muncie Products Div. of GM.

KING, MAXWELL C., with Pacific Finance Corp. as pres. since 1942. Born in Greeley, Colo., July 22, 1899. Stanford Univ., A. B. degree; Harvard Bus. Sch. Entered automobile finance business in 1925 at Los Angeles with Pacific Finance Corp. as salesman.

KITTLER, M. J., with Holley Carburetor Co. as exec. vice - pres. since 1952. Born Chicago, Ill. Ill. Institute of Tech., B. S. Entered automobile business in 1929 with International Harvester as engineer.

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AUTOMOTIVE NEWS FAMILY ALBUM

KRAFVE, RICHARD E., gen. mgr. Special Products Div., Ford Motor Co. Born Minneapolis, Minn., Sept. 27, 1907. Formerly asst. gen. mgr. Lincoln-Mercury Div. Joined Ford Motor Co. in 1947 as asst. to vice-pres. purchasing.

KREUSER, THEODORE A., with Bendix Products Div., Bendix Av. Corp. as service sales mgr. since 1943. Born Calmer, Ia., June 24, 1902. Univ. of Illinois, B. S. civil eng. Entered automobile business in 1933 at Chicago with Bendix Products Div. as branch sales mgr.

KRUSPAK, EDWARD J., with Automotive News since 1933; as adv. mgr. since 1942. Born New York. Entered automobile business in 1923 at Chicago with Ford Car Trade Journal as adv. mgr.

KUHN, TERRY W., with Bohn Aluminum & Brass Corp. since 1928; exec. vice-pres. since Dec. 28, 1954. Born June 20, 1900. Washington & Jefferson, B.S. degree. Entered automobile business in 1928 at Detroit with Bohn Aluminum & Brass Corp. as salesman.

KYES, ROGER M., with General Motors Corp. as vice-pres. and a member of the Board of Directors since 1954. Born East Palestine, O., March 6, 1906. Harvard Univ., 1928. Entered automobile business in 1930 at Towson, Md., with Black & Decker Mfg. Co. as asst. to vice-pres.

KRAUSS, JOHN J., pres. of Detroit Automotive Products Corp. since 1954. Born Port Huron, Mich., June 13, 1890. Univ. of Mich., B.S. degree. Entered automobile business in 1944 at Detroit as reg. mgr. of Detroit Automotive Products Corp.

KRIEG, LOWELL E., asst. gen. mgr. of Continental Div. Ford Motor Co. since 1956. Born Marion, Ind. Univ. of Mich. Entered automobile business in 1946 with Ford Motor Co.

KUCHER, ANDREW A., with Ford Motor Company, Engineering Staff as director, Scientific Laboratory since April, 1951. Born Jersey City, N. J., March 20, 1898. Entered automobile business in 1951 with Ford Motor Company in Detroit after heading research at GM Frigidaire Division and later Bendix Aviation Corp.

KUPRIS, ANTHONY C., gen. adv. mgr. of R. M. Hollingshead Corp. since 1954. Born Chicago, Ill., June 9, 1918. Loyola Univ., B.E. degree. Entered automobile business in 1946 at Chicago with Standard Oil Co. as sales mgr.

KYNETT, HAROLD H., with Aitkin-Kynett Co. as senior partner since 1920. Born Philadelphia, Pa., Sept. 13, 1889. Philadelphia Central High, Univ. of Pa., B.S. in Ec. Entered automobile business in 1913 at Akron with B. F. Goodrich Co. in sales promotion.

LAFFER, WILLIAM G., pres. of Clevite Corp. since Aug. 1955. Born Cleveland, O., May 14, 1907. Yale Univ. Entered automobile business in 1927 with Cleveland Graphite Bronze Co.

LAMAISON, ROBERT, with Renault Selling Branch as vice - pres. and gen. mgr. Born Dax, France, Aug. 8, 1916.

LAMB, ERNEST P., with Engineering Division of Chrysler Corp. as executive engineer in charge of administration since December, 1955. Joined Chrysler 1927. Born Middletown, O., Aug. 19, 1902. Detroit Institute of Technology. Entered automobile business in 1917 at Detroit with Packard Motor Co. as a draftsman.

LAMBRIX, JOSEPH H., with The Electric Auto-Lite Co., since 1948 as dir. of pur. and since 1951 as vice-pres. Born Lancaster, N. Y. Entered automobile business in 1923 with Auto-Lite as member of eng. dept. of battery div. at Niagara Falls, N. Y.

LAMSON, GEORGE S., vice-pres. and gen. sales mgr. of Thermoid Co. since 1955. Born Philadelphia, Pa., Sept. 15, 1897. Univ. of Penn., Entered automobile business in 1919 at Reading as partner of W. O. Lamson & Son Co.

LANCASTER, CHESTER L., vice-pres. of The Electric Auto-Lite Co., since 1950. Born Hamilton, Ohio, June 12, 1904. Univ. of Cincinnati, Ch. E. degree. Entered automobile business in 1927 as student eng. with Corcoran-Brown Lamp Div. of Auto-Lite.

LANE, A. M., mgr. of mobile prod. sales of Vickers, Inc., since 1955. Born Chicago, Ill., Dec. 23, 1904. Illinois Inst. of Tech., B. M. E. degree. Entered automobile business in 1941 at Detroit as application engr. with Vickers, Inc.

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AUTOMOTIVE NEWS FAMILY ALBUM

LANG, ELMER C., with Midland Steel Products Co., as sales manager of the Detroit Division since 1950. Born Cleveland, Ohio, July 17, 1899. Detroit College of Law, Detroit City Law School. Entered automobile business in 1922 with Detroit Pressed Steel Comany (which merged with the Midland Steel Products Co. in 1923) as clerk.

LAPE, EDWARD L., with United Motors Service Div. General Motors Corp. as general sales manager since June, 1955. Born Newport, Ky., 1906. Univ. of Cincinnati. Entered automobile business in 1920 at Cincinnati with Chevrolet Motor Div. as messenger.

LARKIN, STOREY M., with Caldwell, Larkin & Sidener-Van Riper, Inc., Indianapolis, as exec. vice-pres. Born in Franklin, Ind. Attended Butler College. Entered automobile adv. business in 1922 at Indianapolis with Sidener & Van Riper Adv. Co. as copywriter.

LAUGHNA, ROBERT P., gen. mgr. of Packard-Clipper Div., Studebaker-Packard Corp. Born Detroit, Mich., 1916. Univ. of Illinois, Boeing College of Aeronautics. Entered automobile business with Ford Motor Co. Joined Packard in Jan., 1955.

LEAHY, MORRIS K. vice-pres. of mfg. of National Automotive Fibres, Inc. since 1954. Born in Michigan, Jan. 1910. Univ. of Notre Dame, B.C.S. degree. Entered automobile business in 1936 as cost clerk with National Automotive Fibres, Inc.

LANGHAMMER, A. J., with Chrysler Corp. as pres. of Amplex Div. since 1937. Born in Covington, Ky. B.M.E. and M.E. Cincinnati Univ. 1916. Entered automobile business in 1910 as toolmaker with Auto Crankshaft Co., Detroit.

LARKIN, DANIEL C., pres. of The Crest Co. since 1935. Born Dayton, O., May 15, 1895. Univ. of Dayton. Entered automobile business in 1923 at Dayton as pres. of Larkin Automotive Parts Co.

LA RUE, W. THOMAS, merch. mgr. of Cadillac Motor Car Div., since 1955. Born in Ohio, 1917. Dennison Univ., A. B. degree. Entered automobile business in 1939 with Chrysler Corp. With Cadillac since 1952.

LAWSON, JAMES A., with Plymouth Div. of Chrysler Corp. as dir. of new car sales since October, 1955. Born Minneapolis, Minn. Aug. 18, 1915. Western Reserve College, B. A. degree. Joined Plymouth in 1946 in distribution dept.

LEE, JAMES A., with American Motors Corp., dir. of purchases since 1953. Born Wesson, Miss., Aug., 1900. Texas A. & M. Coll., Tulane Univ. Entered automobile business in 1926 as a buyer and sales mgr., automotive parts jobber in Louisiana.

LEE, JAMES W., II, with Ivy Lee and T. J. Ross, pub. rel. firm, as partner since 1934. Born Brooklyn, N. Y., Oct. 4, 1906. Princeton, A.B. degree. Entered automobile business in 1931 at Detroit and New York on Chrysler acct.

LEMMER, HARRY J., with Waukesha Motor Co. as adv. mgr. since 1951. Born Portland, Ore., in 1911. Northwestern Univ. With present company since 1943.

LETSCHER, E. P., sales manager-field operations of Dodge Div., Chrysler Corp., since Oct. 1955. Born Sharon, Pa., Jan., 1913. Entered automobile business in 1940 at Terre Haute, Ind. as district mgr. for Oldsmobile. Joined Dodge Div. as district mgr. at Pittsburgh in 1945.

LEUKHARDT, ARTHUR R., with Midland Steel Products Co. as asst. sales mgr. Power Brake Div., since 1947. Born Wilmerding, Pa., Jan. 24, 1903. Carnegie Tech. Entered automobile business in 1924 at Pittsburgh, Pa., with Westinghouse Air Brake Co. as field rep.

LEVIS, HERBERT C., merch. mgr. of Hudson Motors since 1954. Prior to joining Hudson in 1949, held various executive posts in automotive parts and accessories, trucks, distribution and used car sales.

LEWIS, JAMES F., JR., with Champion Spark Plug as vice-pres., pur. & adv. since 1948. Born New York, N. Y., in 1908. Milford school, Univ. Mich., A.B. Entered automobile business in 1931 in Toledo with Champion Spark Plug Co. as factory employee.

LEWIS, LEE, vice pres. of Mopar Parts Div., Chrysler Corp. since 1954. Born Morgan County, Ind., May 17, 1897. Entered automobile business in 1919 in Indiana in parts operations of Maxwell Motor Co.

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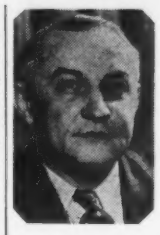
PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION, Oil City, Pennsylvania

AUTOMOTIVE NEWS FAMILY ALBUM

LIENERT, ROBERT M., associate editor of Automotive News since 1954. Born Inland, Neb., 1926. Univ. of Neb., Northwestern Univ., B.A., M.S. degree. Detroit Free Press, 1947-53. Entered automobile business in 1953 at Detroit with Automotive News as editorial associate.



LONGENECKER, E. D., tech. serv. mgr. of Mercury Div., Ford Motor Co., since 1949. Born Anderson, Ind., Sept. 20, 1899. Purdue Univ. B. S. in mech. engrg. Entered automobile business in 1928 at Pontiac, Mich. with Pontiac Motor Div., as zone service rep.

LOWELL, F. DEAN, sales mgr. of Rochester Prod. Div., General Motors Corp., since 1953. Born Rochester, New York, Sept. 9, 1917. Hanover College, B. A. degree. Entered automobile business in 1937 at Rochester with Delco Appliance Div.

LUXENBERGER, EUGENE A., vice-pres. of U. S. Rubber Co. and gen. mgr. of footwear and general products div. since 1954. Born Williamsport, Pa. Entered automobile business in 1925 at San Francisco with U. S. Rubber Co.

LYON, GEORGE A., JR., with Lyon, Inc. as pres. since May 3, 1955, served as vice-pres. since 1943. Born Philadelphia, Pa., April 8, 1919. Mercersburg Acad., Wharton School of Univ. of Pa. Entered automobile business in 1940 at Detroit with Lyon, Inc.

LINCOLN, CLOVIS W., with Saginaw Steering Gear Division, G. M. Corp., as chief engineer since 1948. Born Kock Falls, Ill., January 15, 1893. Univ. of Ill., B. S. in M. E. Entered automobile business in 1932 at Saginaw with Saginaw Steering Gear as tool and machine designer.

LOVELL, G. ALLEN, vice president and general manager of the Mechanical Goods Division, U. S. Rubber Company since 1955. Born Williamsport, Pennsylvania. Entered automobile business in 1918 as apprentice in the Williamsport plant of U. S. Rubber Company.

LUNDEEN, GILBERT W., with Muskegon Piston Ring Co. as executive vice-pres. since 1952. Born Chicago, April 21, 1903, LaSalle Ext. Univ. Entered automobile business in 1928 at Muskegon, Mich., with Muskegon Piston Ring Co. as secy.

LYON, G. ALBERT, with Lyon, Inc., as pres. 1930-1955, chmn. of the bd. since 1955. Born Philadelphia, Aug. 21, 1881. Temple Univ. Entered automobile business in 1909 at Philadelphia with Lyon Non-Skid Co. as pres.

LYON, RAYMOND E., with Lyon, Inc. as exec. vice-pres. since 1930. Born Philadelphia, Pa., Oct. 23, 1893. Associated in the automotive accessory business with Lyon, Inc. since 1910.

LINDQUIST, MEL B. with Ford Motor Co. as gen. industrial relations mgr. since 1945. Born in Denver, Colo., June 7, 1909. Univ. of Colo., A.B., LL.B. Entered automobile business in 1937 with Murray Corp. as industrial relations manager.

LINFORTH, JOHN M., with Goodyear Tire & Rubber Co. as vice-pres. since 1940. Born Philadelphia, Sept. 30, 1896. Univ. of Pennsylvania, A.B. degree 1917. Entered automobile business in 1922 at Baltimore with Goodyear Tire & Rubber Co.

LITCHFIELD, PAUL W., with Goodyear Tire & Rubber Co. as chmn. of bd. and chief exec. officer since 1940. Chmn. of bd. and pres. Goodyear Aircraft Corp. Born Boston, July 26, 1875. Mass. Inst. of Tech., science degree. Entered tire business in 1900 at Akron with Goodyear Tire & Rubber Co. as supt.

LITTLE, H. G., with Campbell - Ewald Co. since June, 1944; pres. since Oct. 1, 1952, and chmn. of the board since Feb. 17, 1953. Born New York City, Oct. 27, 1901. Entered automobile business in 1940 with Nash Motors Div. as adv. mgr.

LITTLEY, RAYMOND F., with The Budd Co. as vice-pres., chge. of automotive sales, since 1951. Born Philadelphia, Pa., Apr. 13, 1906. High school. Entered automobile business in 1925 at Philadelphia with the Budd Co. in accounting dept.

LLOYD, J. SAXTON, past pres. National Automobile Dealers Assn. (1952), pres. Daytona Motor Co., Daytona Beach, Fla. Born Savannah, Ga., on Nov. 9, 1907. Entered automobile business in 1926 at Daytona Beach, Fla., with Daytona Buick dealership as serv. dept. employee.

LODGE, HENRY D., with Arrow Safety Device Co. as sales mgr. since June 1, 1947. Born Philadelphia, Jan. 20, 1908. St. Joseph's College, Temple Univ., Rutgers Univ. law school, LL.B. degree. Entered automobile business in 1946 at Mt. Holly, N. J., with Arrow Safety Device Co. in sales dept.

On the assembly line of a leading automotive manufacturer, workers are installing Johnson bearings in a popular six-cylinder engine.

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Here's Why: First, Johnson engineers, metallurgists, and production men devote all the time necessary to help solve problems in the design and production of engine bearings to meet demands for higher speeds and longer service.

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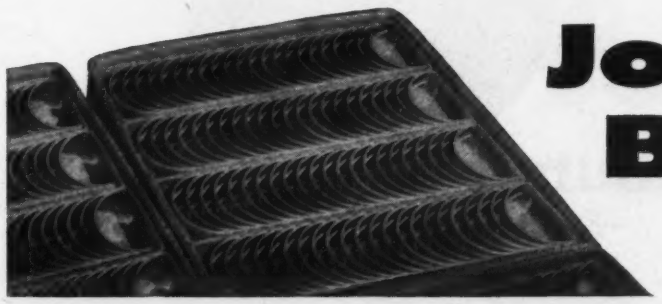
If you have a problem in the design of engine bearings, a Johnson man might have your answer. It won't cost anything to talk it over. Write, wire, or phone the Johnson Bronze Co., 685 S. Mill St., New Castle, Pa.



Johnson Bearings

AUTOMOTIVE NEWS FAMILY ALBUM

MAAS, WILLIAM R., adv. rep. of Automotive News since 1952. Born Detroit, Mich. April 11, 1926. Western Mich. College. Entered automobile business in 1947 at Detroit as sales eng. with Crest Sales and Supply Co.

MALLON, WILLIAM L., Past-Pres. NADA (1945-'46); dir. NADA since 1938. NADA vice-pres. Region 2. Born New York City July 18, 1884. Entered automobile business in 1913 at Newark, N. J., as dealer.

MANDEL, JOSEPH C., with The Premier Autoware Co. as president.

MARA, WILLIAM A., with Bendix Aviation Corp. as dir. adv. and publicity since 1947. Born St. Louis, Sept. 29, 1895. St. Louis Univ. Entered automobile business in 1944 at Detroit with Bendix Aviation as staff exec.

MARKEY, JOHN C., with The Aro Equipment Corp. as pres. since 1930. Born Defiance, O., May 31, 1889. Ohio Wesleyan Coll. Entered automobile business in 1910 at Defiance, O., as automobile salesman.

MACAULEY, J. B., with Ethyl Corp. since 1945, named dir., Technical Coordination. Detroit Laboratories, 1954. Born in Washington, D. C. Apr. 2, 1896. Attended Univ. of Ill. Entered automobile business in 1919 as apprentice with Packard Motor Car Co. On loan to Dept. of Defense, Deputy Asst. Sec. Def. (R&D) 1955.

MANDEL, JACK N., with The Premier Autoware Co. as chmn. of the bd. of directors.

MANSFIELD, JOHN P., with Plymouth Div., Chrysler Corp., as pres. since 1952. Vice-pres. Chrysler Corp. since 1953 and dir. since 1954. Born Milwaukee, Wis., Oct. 31, 1903. Attended Mercersburg (Pa.) Academy. Entered automobile business in 1920 as factory worker with Dort Motor Co. at Flint, Mich.

MAREMONT, ARNOLD H., pres. and dir. of Maremont Automotive Products, Inc. since 1953. Born Chicago, Ill., Aug., 1904. Univ. of Michigan, Univ. of Chicago, Law degree. Entered automobile business in 1926 at Chicago with Maremont Automotive Products, Inc.

MARSHALL, GEORGE W., JR., Raybestos-Manhattan, Inc., vice-pres. in chg. of Asbestos Products Sales since 1951. Born Dayton, O., Feb. 21, 1905. Deerfield Acad. Amherst Univ. of Penn., B.A. Entered automobile business in 1929 at Manheim, Pa., with Raybestos-Manhattan, Inc., U. S. Asbestos div., as pur. agt.

MAC DONALD, HAROLD C., dir. Mercury Car Engineering Office, Engineering staff, Ford Motor Co., since 1955. Born Virginia, Minnesota, June 20, 1917. Michigan State College. Entered automobile business in 1940 at Detroit as draftsman with Packard Motor Car Company.

MacGREGOR, B. N. with Packard Electric div., GM Corp., as gen. mgr. since 1933. Born Princeton, Ind., 1894. Purdue Univ., Muskingum Coll., B.S. degree. Entered automobile business in 1919 with Packard Electric Co. as salesman.

MACKAY, LEO M., vice-pres. of purchasing of Willys Motors, Inc., since 1953. Born Pittsburgh, Pa., Aug. 6, 1914. Carnegie Tech. Entered automobile business in 1946 at Willow Run as gen. purch. agent for Kaiser-Frazer Corp.

MacNICHOL, GEORGE P., JR., with Libbey Owens-Ford Glass Co. since 1920; pres. since April 1953. Also Chairman of the Board, L-O-F Glass Fibers Company. Born Wyandotte, Mich., May 8, 1899. Univ. of Michigan, Yale Univ.

MacPHERSON, EARLE S., vice-pres. engin., Ford Motor Co. Born in Highland Park, Ill., July 6, 1891. Graduated from Univ. of Illinois in 1915, B.S., M.E. degree. Started with Chalmers Motors Co. laboratory in Detroit.

MAHARRY, WILLIAM A., pub. relations mgr. of Mercury Div., Ford Motor Co., since 1955. Born Zanesville, Ohio. Ohio Wesleyan Univ., B. A. degree. Entered automobile business as pub. rel. mgr. for Curtiss-Wright Corp., Airplane Div.

MAKEMSON, S. K., with John Wood Co., Bennett Pump Div., Muskegon, Mich., as vice-pres. and gen. sales mgr. Born Logan Co., O., July 25, 1907. Detroit Coll. of Law, LL.B. degree. Entered automobile business in 1925 at Detroit with Buick Motor Co., sales dept.

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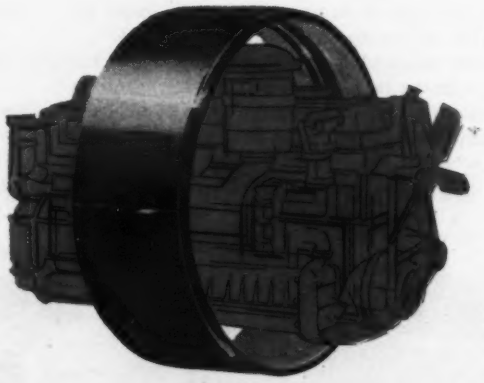

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AUTOMOTIVE NEWS FAMILY ALBUM

MARTIN, JOHN E., with Dana Corp. since April 1, 1952. President since Jan. 1, 1954. Born Covington, Ga., Dec. 11, 1904. Bryson Coll. Entered automobile business in 1947 at Akron with Firestone Steel Products Co.

MARTIN, WILLIAM A., pres. of the Marine and Industrial Engine Div. of Chrysler Corp. and gen. mgr. of its Trenton, Mich., plant since May, 1955; with Chrysler since 1942. Born Feb. 19, 1910, in Marion, Ill. Entered the automotive field in 1930 with Stromberg Motor Devices, Chicago.

MATTHIAS, HANS A., with Ford Motor Co. engrg. staff as director, Ford Car and Truck Engineering Office, since 1954. Born Mannheim, Germany, Oct. 16, 1912. Attended General Motors Institute. Entered automobile business in 1934 at Detroit with GM Chevrolet Div.

MAXWELL, LLOYD, with Roche, Williams & Cleary, Inc., as exec. vice-pres. Born Hicksville, O. Univ. of Chicago. Entered automobile business in 1909 at Chicago with Staver Motor Car Co. as gen. sales mgr.

MAYS, LEE N., asst. to gen. sales mgr. of Chevrolet Motor Div. since May, 1955. Born in Findlay, O. Ohio State grad. Entered automobile business as retail salesman and mgr. of a dealership. Joined Chevrolet in 1935 at Charleston, W. Va., as district mgr.

MARTIN, W. L., sales mgr. of Plymouth Div., Chrysler Corp., since Jan., 1955. Joined Plymouth Div. 1954 on exec. sales staff. Born Aug. 12, 1916. Entered automobile business 1933 with Dodge Div.

MATHEWS, VERNER P., with Buick Motor Div. as chief engineer. Born in Cleveland, O., Sept. 5, 1895. Case Institute of Technology, M.E. Degree. Entered automobile business in 1917 with Eaton Manufacturing Co., Cleveland.

MATTSON, JOE O., with Automotive Safety Foundation as president since November, 1953. Born Los Angeles, Calif., Nov. 17, 1903. Oregon State College. Entered automobile business in 1934 at Pasadena with the Department of Motor Vehicles, State of Calif., as branch mgr.

MAYHEW, JOHN F., mgr. of pub. rel. dept. of Lincoln Div., Ford Motor Co., since 1955. Born Detroit, Mich. Wayne Univ., B. A. degree. Entered automobile business in 1953 in news dept. of Ford Motor Co.

McALEER, CHARLES H., with McAleer Manufacturing Corp. as pres. since 1923. Born Pittsburgh, Pa., June 25, 1893. Entered automobile business in 1912 at Pittsburgh.

McCAFFREY, JOHN L., with International Harvester as pres. since 1946. Born Fayetteville, O., Sept. 23, 1892. High school. Started with I.H.C. in 1909 as clerk in Cincinnati branch.

McCARTHY, GEORGE J., asst. sales mgr. for organization of Chrysler Div., Chrysler Corp. since 1955. Born in New Jersey. Entered automobile business in 1939 as wholesale rep. of Chrysler Div.

McCLEARY, E. C., vice-pres. in charge of manufacturing of Willys Motors, Inc., since 1954. Born in Buffalo, N. Y. Started in automobile business with Ford Motor Co. in 1930 as a tool and die apprentice. Joined Willys in 1948 as gen. prod. mgr.

McCLURE, DOUGLAS T., sales mgr. of Continental Div., Ford Motor Co., since 1954. Born Detroit, Mich. Feb. 10, 1924. Princeton Univ., A. B. degree. Entered automobile business in 1948 at Detroit as trainee at Lincoln-Mercury Div.

McCONNELL, RICHARD K., with Federal Mogul Corp., Service Division since 1946, as advertising and sales promotion manager since 1949. Born Battle Creek, Michigan, 1913. Kalamazoo College. Entered automobile business in 1942 at Detroit with Packard Motor Car Company as marine service technician.

McCORMICK, THOMAS G., with Ross Roy, Inc., as exec. vice-pres. since 1936. Born in Detroit, Mich., Feb. 11, 1908. High sch. 4 yrs., college 2 yrs. Entered automobile business in 1923 at Detroit, Mich., with Dodge Bros. as office clerk.

McCULLOCH, R. P., founder and pres. of McCulloch Motors Corp. Born St. Louis, Mo., 1911. Stanford Univ. Entered automobile business in 1933 with McCulloch Engineering Corp.

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use Moraine-400s as original equipment in their gasoline and Diesel engines. Moraine-400s are also being used more and more to increase the dependability of engines in today's passenger cars. Be sure that the next vehicle you buy has Moraine-400 engine bearings . . . toughest ever made.

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Motors Value

Moraine Products

Division of General Motors, Dayton, Ohio

AUTOMOTIVE NEWS FAMILY ALBUM

McDOUGAL, JOSEPH W., with Miller Mfg. Co. as pres. and gen. mgr. since 1942. Born in Carroll Co., Tenn., Feb. 17, 1900. Union Univ. Entered automobile business with Paige-Detroit Motor Car Co. in 1922 as accounts payable clerk.

McGARVEY, K. K., sales mgr. of original equip. products of AC Spark Plug Div., General Motors Corp. since 1955. Born Goshen, Ind., 1897. Indiana Univ. Entered automobile business in 1925 at Flint in experimental engrg. dept. of AC Spark Plug Div.

McGINN, HOWARD J., with Eaton Mfg. Co. as president since 1951. Born New York City, May 13, 1888. Entered automobile business in 1913 at Chicago with National Lockwasher Co. as salesman.

McGOVERN, JAMES L., JR., with Raybestos div. of Raybestos-Manhattan, Inc., as replacement sales manager since Aug., 1945. Born Bridgeport, Conn., Apr. 21, 1903. Entered automobile business in 1925 at Bridgeport with Raybestos in factory.

McINERNEY, JAMES M., pres. of McInerney Spring and Wire Co. since 1953. Born Chicago, Ill., Jan. 8, 1920. Univ. of Notre Dame. Entered automobile business in 1939 at Grand Rapids as asst. maintenance engr. of McInerney Spring and Wire Co.

McFALL, THURLOW E., with Muskegon Piston Ring Co. as chairman of the board since 1953. Born Milan, Mich., 1888. Public school. Entered automobile business in 1920 at Muskegon with Sealed Power Co. as foundry supt.

McGAUGHEY, W. H., vice-pres. of communications and management development of American Motors Corp. since 1956. Born Indianapolis, Ind., March 28, 1912. Graduated from DePauw Univ. in 1935. Entered automobile business in 1938 with Automobile Manufacturers Assn. as editor of "Automobile Facts."

McGINNIS, FRANK J., with Ford Motor Co. as asst. gen. sales mgr. adv. sales prom. and trng., Ford Div., since Jan., 1953. Born Toledo, O., Oct. 19, 1902. Univ. of Notre Dame. Entered automobile business in 1920 at Toledo with Willys - Overland as office boy in adv. dept.

McINERNEY, JAMES L. with McInerney Spring & Wire Co. as chairman of the board since 1930. Born Elmira, N. Y., Jan. 17, 1888. Entered automobile business in 1925 at Grand Rapids, Mich., with National Spring & Wire Co. as gen. mgr.

McINTYRE, BROUWER D., with Monroe Auto Equipment Co. as pres. and gen. mgr. since 1937. Born in Dundee, Mich., Feb. 26, 1905. Univ. of Mich., B.D. in Engrg. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co. as engr.

THE COMPANY'S National Class "31" Accounting Machine has cut accounting time in half, eliminated overtime.

THE FOULKS MOTOR COMPANY, Sacramento, Calif., where modern equipment includes an efficient National System.

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Find out exactly how a National System will save time and money for *your* motor company, large or small. Nationals soon repay their cost, then continue to pay you the same saving in yearly profits. Call your nearby National representative today. He's listed in the yellow pages of your phone book.

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McINTYRE, CHARLES S., with Monroe Auto Equipment Co. as exec. vice-pres. and sales mgr. Born Monroe, Mich., 1912. Univ. of Michigan. Entered automobile business in 1935 at Monroe with Monroe Auto Equipment Co. as secy. and sales mgr.

McINTYRE, WILLIAM D., with Monroe Auto Equipment Co. as exec. vice-pres. and treas. since 1947. Born Dundee, Mich., Dec. 5, 1906. Michigan State College. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co.

McKAY, ROBERT D., past pres. NADA. Regional vice-pres., region 9, 1956. Chrysler-Plymouth dealer in Wichita, Kans., since 1933. Auto dealer since 1915.

McKELLAR, C. C., mgr. of parts and accessory merchandising for Hudson Motors since 1943. Joined the company in the Service Stores department in 1919.

McKINLEY, WM. A., pres. The Midland Steel Products Co. since 1952. Born Caseville, Mich., 1895. Univ. of Mich., B.S.M.E. Entered automobile business in 1919 at Detroit with Detroit Pressed Steel Co. (which merged with The Midland Steel Products Co. in 1923) as draftsman.

McLAUGHLIN, ROBERT S., with General Motors Corp. of Canada as chmn. of the bd. since June, 1945, and vice-pres. of GM Corp. since 1918. Born Enniskillen, Ont., Sept. 8, 1871. Entered automobile business in 1887 with McLaughlin Carriage Co.

McNALLY, DAVID S., gen. mgr. of the parts and accessories div., Studebaker - Packard Corp. Born Boston, Mass., Dec. 24, 1917. Massachusetts Institute of Technology. Entered automobile business in 1946 at Cincinnati as zone parts and service mgr. of Packard Motors.

AUTOMOTIVE NEWS FAMILY ALBUM

McNAMARA, ROBERT S., with Ford Motor Co. as vice-pres. and gen. mgr., Ford Div., since Jan., 1955. Born San Francisco, Calif. Univ. of California, Harvard Graduate School of Business Administration. Entered automobile business in 1946 at Dearborn with Ford Motor Co. as mgr. of financial analysis office.

MEYER, DONALD W., pres. Truckstell Mfg. Co. since 1943. Born in Charles City, Ia. 1895. Entered automobile business in 1921 at Los Angeles with Ruckstell Sales and Mfg. Co. as branch mgr.

MIDDLETON, PAUL F., with Arrow Safety Device Co. as gen. mgr. and secy. since 1948. Born Camden, N. J., Dec. 20, 1902. Syracuse Univ., B.S. degree; Harvard Law School LL.B. degree. Entered automotive business in 1942 as attorney for Arrow Safety Device Co., Mt. Holly, N. J.

MILLAR, JOHN R., with National Automotive Fibres, Inc., as chmn. of the bd. since Apr., 1947. Born Oakland, Calif., Jan. 23, 1887. Manchester Sch. of Tech., England, Textile Engin. Entered automobile business in 1928 as founder and pres. of National Automotive Fibres, Inc.

MILLER, FRANKLIN A., with Raybestos-Manhattan, Inc., since 1948 as dir. of mktg. and mdse., with company since 1932. Born Cincinnati, O. Northwestern Univ. Entered automobile business in 1912 at Chicago with Stromberg Motor Devices Co. (carburetor) as adv. mgr.

McNAUGHT, WALDO E., dir. of pub. relations of Buick Motor Div. Born Dannemora, N. Y., 1913. Marquette Univ. Entered automobile business in 1950 as dir. of pub. relations for Buick Motor Div.

MICHEL, CLARENCE A., with Guide Lamp Div., GMC, as gen. mgr. since 1941. Born Cleveland, O., Dec. 31, 1893. Case Sch. of Applied Science. B.S. degree. Entered automobile business in 1915 at Cleveland with Guide Motor Lamp Mfg. Co.

MIERAS, SPENCER H., pres. and gen. mgr. of Warner Automotive Parts Div., Borg-Warner Corp. Born Lansing, Mich., 1915. Graduate of M. I. T. Entered automobile business in 1952 at Traverse City as gen. mgr. parts mfg., Warner Automotive Parts Div.

MILLER, BRUCE E., dir. of adv. and merch. of Plymouth Div. since 1954. Born Toledo, O., Oct. 31, 1915. Univ. of Toledo, B.A. degree. Entered automobile business in 1946 at Detroit as sales rep. of Packard Motor Car Co.

MILLER, GODFREY H., sales prom. mgr. of Chrysler Div., Chrysler Corp. since 1956. Entered automobile business in 1947 as salesman at an automobile distributorship.

McNITT, LEWIS F., chief engr.—frame div., of The Midland Steel Prod. Co. since 1953. Born Napoleon, Mich., March 14, 1914. Univ. of Michigan, B.S. degree. Entered automobile business in 1944 at Detroit as research engr. with Chrysler Corp.

McQUEEN, LOREN A., with General Tire & Rubber Co. as vice-pres. in charge sales since 1940. Born Superior, Wis. Univ. Wisconsin. Phi Delta Theta fraternity. Entered automobile business at Akron as sales correspondent.

McQUIGG, JOHN L., with J. Walter Thompson Co. as vice-pres. since Feb., 1955. Born Los Angeles, Oct. 11, 1907. Univ. of S. Calif. Entered automobile business in 1937 at Kenosha with Geyer, Newell & Ganger as acct. exec., Nash acct.

MEGUIAR, MAURICE W., partner, Mirror Bright Polish Company. Born Evansville, Indiana, April 11, 1909.

MENDLER, EDWARD C., with Studebaker-Packard Corp since 1954, Vice-pres., parts and accessories and Canadian operations groups. Born New York City. Pace Inst. C.P.A. Entered automobile business in 1927 at Philadelphia with Studebaker subsidiary as treas.

MERRILL, S. CLIFFORD, Timken Roller Bearing Co. as asst. gen. mgr. automotive div., since 1936. Born Montreal, Can. 1896. St. Mary's Coll., Columbia Univ., M.E. degree. Entered automobile business in 1924 at New York with Timken Roller Bearing Co. as sales engr.

METZEL, HAROLD N., with Oldsmobile div., General Motors as chief engr. since 1951. Born Peoria, Ill., May 1, 1904. Bradley Coll. Peoria, Ill., B.S. Entered automobile business in 1928 at Lansing with Olds. as expr. tester, engrg. dept.

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SHELLERTEX
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DIE CASTINGS

METAL STAMPING AND
SCREW MACHINE
PRODUCTS

CORK AND
PLASTIC PRODUCTS

AUTOMOTIVE NEWS FAMILY ALBUM

MILLIS, JOHN B., special asst. to the vice-pres. and group dir.—Mercury and Special Prod. Div., Ford Motor Co. Born Detroit, Mich., June 12, 1913. Hillsdale College. Entered automobile business in 1946 at New York as asst. dir of pub. rel. of Kaiser-Frazer Corp. Joined Ford in pub. rel. in 1948.

MILNE, KENNETH T., with Delco Radio Division, General Motors Corp. as manager of defense business since Jan., 1955. Born Oelwein, Iowa, March 23, 1898. Carnegie Institute of Technology B. S., E. E. degree. Entered automobile business in 1923 at Anderson, Indiana, with Delco-Remy Division as engineer.

MILTON, WALTER S., with Hudson Motors as sales manager since 1955. Born Lumpkin, Ga., Jan. 1, 1903. Entered automobile business in 1921 at Denver, Colo., as retail salesman for Hudson distributor. Joined Hudson in 1932.

MINOR, JACK W., with Dodge Div., Chrysler Corp., as gen. sales mgr. since Feb., 1956. Born Oct. 9, 1920, Kansas City, Mo. Entered automobile business 1952 as acct. exec. Grant Advertising, Inc., on Dodge acct.

MISCH, HERBERT L., chief engr. of Packard-Clipper Div., Studebaker-Packard Corp. Born Sandusky, Ohio, 1917. Univ. of Mich. B. S. M. E. degree. With Packard since 1941 in various eng. capacities.

MILLS, BEN D., gen. mgr. of Lincoln Div. and vice-pres. of Ford Motor Co. since 1955. Born Stillwater, Okla., April 24, 1915. Oklahoma A & M College, Geo. Washington Univ., Southeastern Univ. Law School. Entered automobile business in 1946 on finance staff of Ford Motor Co.

MILNER, WARREN E., works mgr. of AC Spark Plug Div., General Motors Corp., since 1955. Born Wayne, Ohio, 1907. General Motors Institute. Entered automobile business in 1926 at Flint in mfg. section of AC Spark Plug Div.

MINKEL, LEWIS EDWARDS, vice president & sales manager, Mack Truck Co. Born La Porte City, Ia., June 6, 1905. Univ. of Iowa, A.B. degree. Entered automobile business Aug. 16, 1944 at Los Angeles with Studebaker Pacific Corp. as regional mgr.

MISCH, F. W., vice-pres. of finance of Chrysler Corp. since 1956. Born Seymour, Ind., Feb. 20, 1905. Graduate of Wabash College. Entered automobile business in 1926 as cost clerk at Chrysler Corp.

MITCHELL, DON R., pres. and gen. mgr. of The Mitchell-Bentley Corp. and Ionia Mfg. Co. (div. of Mitchell-Bentley Corp.). Born Owosso, Mich., July 24, 1903. GMC Inst. of Tech.; Central Mich. Coll., Hon. Master. Entered automobile business in 1921 at Corunna, Mich., with Weathproof Body Corp. as sales mgr.

MITCHELL, JOHN J., with Liquid Glaze, Inc., as pres. since 1946. Born Chicago, Ill. B.A. degree. Entered automobile business in 1946 at Lansing, Mich., with Liquid Glaze, Inc., as pres.

MITCHELL, SAM C., western div. sales mgr. of Chrysler Div., Chrysler Corp., since 1955. Dickinson Business College, Oxford Univ., London Univ. Entered automobile business in 1933 in Oregon.

MITCHELL, WILLIAM F., with Mitchell-Bentley Corp. as exec. vice-pres. Born Owosso, Mich., Nov. 18, 1924. Penn. State. Entered automobile business in 1948 at Ionia Mfg. Co. as prod. analyst.

MOGGE, ARTHUR R., with Arthur R. Mogge, Inc., adv. agcy., as pres. since 1927. Born Geneva, N. Y. Indiana Univ., A.B. degree. Entered automobile business in 1919 at Indianapolis with Gibson Co. as sales prom. mgr.

MONAGHAN, C. P., with Studebaker-Packard Corp. as dir. pub. relations. Born Minnesota, Mar. 23, 1905. Entered automobile business at Detroit in 1952 with Packard.

MONAGHAN, PHILIP J. vice president of General Motors and general manager of GMC Truck and Coach Division since January, 1953. Born Detroit, Nov. 5, 1914. Georgetown Univ. Entered automobile business in 1936 at Detroit with Ternstedt Div. as methods engr.

MONROE, E. PAUL with Hercules Galion Products, Inc. as president since 1947. Born Galion, O., July 29, 1885. Ohio Wesleyan, B. S. degree. Entered automobile business in 1923 at Galion with Ditwiler Manufacturing Co. as sales manager.

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AUTOMOTIVE NEWS FAMILY ALBUM

MONTGOMERY RUSSELL J., with Packard Electric Division, General Motors Corp. since 1927 as general sales manager since 1944. Born Chicago, Ill., March 19, 1896. Entered automobile business in 1912 at Chicago as mechanic.

MOORE, MEADE F., vice-pres. in chge. of automotive research and engr. of American Motors Corp. since 1952. Born Nov. 20, 1894 Butler, Pa. Grad. Ohio Northern Univ. Joined Nash Motors in 1917 and helped Charles W Nash design first Nash car.

MOORE, WHITLEY B., vice-pres. of sales of Timken Roller Bearing Co. since 1948. Born Elk Rapids, Mich., June 4, 1896. Univ. of Mich., B.S. M.E. degree. Entered automobile business in 1919 at Canton, O., as engineer with Timken Roller Bearing Co.

MORRISON, RALPH W., with Aro Equipment Corp. as vice-pres. and dir. since 1950. Born Streator, Ill., Jan. 23, 1906. Entered automobile business in 1935 at Chicago with Independent Pneumatic Tool Co. as sales engr.

MORROW, THOMAS, F., asst. group exec. — Defense and Special Prod. Chrysler Corp., since Oct., 1955; also gen. mgr. of Defense Operations. Born, New York City, Sept. 22, 1912. Entered automotive field in 1934 as an assembly line worker at the Chrysler Jefferson plant.

MOORE, CHARLES F., JR., vice-pres., public relations, Ford Motor Co., since April, 1955. Born Mar. 5, 1903, Beverly, Mass. Dartmouth College. Entered automobile business with Ford Motor Co., 1952.

MOORE, WENDELL D., asst. sales mgr.—adv. and sales prom. of Dodge Div., since Feb., 1956. Born Battle Creek, Mich., April 1, 1918. Cleary College. Entered automobile business in 1940 at Detroit as business mgr. of Motor City Publishing Co.

MORREN, DONALD B., N. Amer. rep. for Society of Motor Manufacturers and Traders (Great Britain) since 1956.

MORRISON, RAY L., exec. vice-pres., The DeVilbiss Co., Toledo, O. Born in Dawson, Pa., 1899. Entered automobile business in 1924 at Pittsburgh with Westinghouse Air Brake Co. as service rep.

MORSEY, CHASE JR., mgr. of mer. and prod. planning office of Ford Div. since 1952. Born St. Louis, Mo. Amherst college. Entered automobile business in 1948 with Ford Motor Co.

MOSS, CHESTER C., pres. of Walker Mfg. Co. of Racine, Wis. since January, 1955. Born Frankfort, Ky. May 11, 1893. Entered automobile business in 1917 at Detroit with Packard Motor Car Co.

MOSS, CRUSE W., asst. gen. sales mgr. of Willys Motors, Inc. Graduate, Ohio Univ. Entered automobile business in 1940, joining Willys Motors in 1953 as exec. asst. to the vice-pres. and gen. sales mgr.

MOULDER, PETER V., with International Harvester Co. as exec. vice-pres. since 1946; member board of directors since 1948. Born Fargo, N.D., 1892. High school. Started with International Harvester in 1910 as clerk.

MUMA, GEORGE E., pres. of Divco Corp. since 1955. Born Paris, Ontario, Jan. 22, 1895. Entered automobile business in 1913 at Toronto as tester at Russell Motor Car Co.

MUMMERT, ARDEN J., with McQuay-Norris Mfg. Co. as pres. since 1950. Born St. Louis, Mo., 1889. Purdue U., B.S.M.E. Entered automobile business in 1912 at Indianapolis, Ind., with Cole Motor Car Co. as junior engr.

MUNN, JOHN O., advisory editor, Automotive News. Born Watertown, S. D., Sept. 7, 1886. Entered automobile business in 1909 at Toledo with Willys-Overland as asst. adv. mgr.

MURBARGER, RICK., with Sealed Power Corp. as vice-pres. in charge of sales since 1951. Born Indianapolis, Ind. Wabash College.

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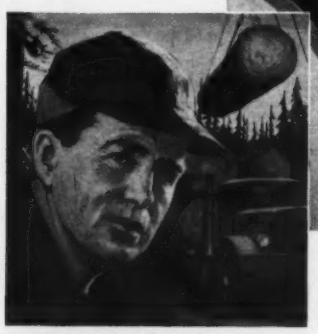

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AUTOMOTIVE NEWS FAMILY ALBUM

MURDOCK, MALCOLM P., with Ethyl Corp. as vice-pres. in chge. of sales, dir., since 1952. Born Melrose, Mass., Dec. 9, 1905. Cornell U., A.B degree. Entered automobile business as field rep with Ethyl Corp. in 1933.

NEWBY, RALPH, with Midland Steel Products Co. as sales mgr. of the Cleveland Division since 1950. Born Birmingham, England, April 3, 1909. Cleveland College. Entered automobile business in 1927 at Cleveland with Midland Steel Products Co. as draftsman.

NICHOLS, BYRON J., vice-pres. of sales of Dodge Div., Chrysler Corp., since Aug., 1955. Born Beloit, Wis., July 15, 1913. Entered automobile business in 1928 as retail salesman.

NISKALA, E. W., sales mgr. of Borroughs Manufacturing Company since 1955. Born Fitchburg, Mass., Aug. 1908. Entered automobile business in 1929 at Canton, O. in sales department of Berger Manufacturing Co.

NOONAN, CHARLES P., sales mgr. of Chrysler Div. Born New Rochelle, New York, July 15, 1915. New York Univ. 1938, B.S. Entered auto business, New Rochelle, 1938, as retail salesman.

MYERS, JAMES L., chmn. of bd., Clevite Corp. (formerly The Cleveland Graphite Bronze Co.) since 1952. Born Elizabeth, N. J., Sept. 25, 1890. Pingry Sch., Stevens Inst. of Tech., M.E. degree. Entered automobile business in 1912 at Lansing, Mich., with Olds Motor Works as engrg. draftsman.

NICHOLL, J. FERRELL, with Lumite Div., Chicopee Mills, Inc., as vice-pres. since 1949 and gen. mgr. since 1948. Born Blanket, Tex., Aug. 20, 1906. Ga. Tech., B.S. degree. Entered automobile business in 1945 at New York with Lumite Div. as mgr. upholstery fabric section.

NIELSEN, A. B., with DeSoto Div., Chrysler Corp., as gen. sales mgr. since 1955. Born July 24, 1900, in Ft. Wayne, Ind. Business school. Entered automobile business in 1915 at Flint, Mich., as payroll clerk for Chevrolet Motor Co.

NOBLE, FRANK W., assistant sales mgr. of Studebaker Div., Studebaker-Packard Corp. Born Toledo, O. Georgetown Univ. A.B. degree. Formerly with Ford Motor Co.

NORTON, WILBUR H., with R. M. Hollingshead Corp. as pres. since April, 1952. Born Dec. 2, 1903, Hampton, N. H. Entered automobile business in 1948 at Detroit with GM Corp. as vice-president.

NADAL, ROBERT R., asst. gen. sales mgr. in charge of Lincoln and Continental sales, Mercury Div., Ford Motor Co. Born Olivet, Mich., Oct. 9, 1914. Drury Coll.; Harvard Grad. School of Bus. Admin. M. in Bus. Admin. Entered automobile business in 1936 with General Motors on sales staff and joined Ford in 1946.

NAGLE, EDMUND G., with United States Rubber Co., mgr. of automotive sales, Footwear and General Products Div. since 1951. Born Cambridge, Mass., March 30, 1917, Univ. of Minnesota. Entered automobile business in 1945 at Mishawaka, Ind., with U. S. Rubber Co., as sales mgr., Foam and Floor Mat Div.

NANCE, JAMES J., with Studebaker-Packard Corp. as pres. since Oct. 1, 1954, when company was founded. Born Ironton, O. Feb. 19, 1901. Ohio Wesleyan Univ., B.A. degree. Entered automobile business at Detroit in 1952 with Packard as pres.

NASH, JEROME B., with Buick Motor Div. as asst. gen. sales mgr. in charge midwest and western regions. Born 1893 Spokane, Wash. Washington State Coll. Entered automobile industry as Buick dist. mgr., Waterloo, Ia.

NAVE, HENRY J., with White Motor Co. of Canada, Ltd., as pres. since 1954. Born Attica, Ind., 1913. B.S.C. Temple Univ. Entered automobile business in 1936 with Firestone Tire & Rubber Co. as college sales trainee.

NELKEN, EDWIN C., with the Carlife Guaranty Co. since 1948, and gen. mgr. since 1951. Born Peru, Ind. Feb. 15, 1905. Entered automobile business in 1928 at Detroit with Socony Mobiloil Co. as salesman.

NEWBERG, WILLIAM C., with Dodge div., as pres. since Sept., 1951; vice-pres. and director of Chrysler Corp. since 1954. Born Seattle, Wash., Dec. 17, 1910. Univ. of Washington, B.M.E.; Chrysler Inst. of Engineering, M. M. E. Entered automobile business in 1932 with American Automobile Co. at Seattle as salesman.

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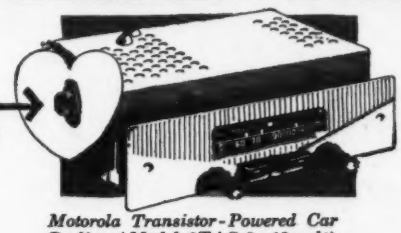

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AUTOMOTIVE NEWS FAMILY ALBUM

NORWOOD, JOHN E., with Sealed Power Co. since 1918. Sales mgr. from 1943 through 1954. Now adv. and sales prom. mgr. Born Baltimore, Md., Feb. 19, 1898. Polytechnic Inst. Entered automobile business in 1918 at Baltimore with No Leaks Piston Ring Co.

O'BRIEN, IRVING T., with Chrysler Corp. as Group Executive-Special Products since 1953. Joined Dodge in 1921. Born Saginaw, Mich., July 11, 1892. Entered automobile business in 1910 at Flint, Mich., with Buick Motor Co. as workman.

OCHS, CLARENCE I., with Eaton Mfg. Co. as Chmn. of Bd. since 1951. Born in Boston, Mass. Entered automobile business in 1916 at Cleveland, O., with Torbensen Gear & Axle Co., as pur. agt.

O'DONNELL, M. T., vice-pres. of Chrysler Div., Chrysler Corp. since 1955. Born Lynn, Mass. Entered automobile business in 1936 at Detroit as tool engineer for DeSoto Div.

OLEN, WALTER A., with Four Wheel Drive Auto Co. as chmn. of bd. and dir. Born in Winneconne, Jan. 31, 1875. Valparaiso Law School LL.B. Entered automobile business in 1910 at Clintonville, Wis., with Four Wheel Drive Auto Co., as pres. and gen. mgr.

OARE, ROBERT L., with Associates Investment Co. as Chmn. of the Bd. since 1951. Born in South Bend, Ind., on Oct. 13, 1912. Dartmouth Coll., A.B., Yale Univ., LL.B. Entered automobile business in 1947 at South Bend, Ind., with Associates Investment Co. as dir.

O'BRIEN JOHN DAVID., with General Motors Corp., gen. mgr. Inland Mfg. Division, Dayton, O. Born at Cincinnati, O., Jan. 21, 1896. Received B.S. degree from St. Xavier Coll., 1914. Joined Inland in 1922 as purchasing agt.

O'CONNOR, MORGAN J. (Mike), with Nash Motors, Div. of American Motors Corp. as dir. of public relations since 1952. Born St. Thomas, Ont., Can., Apr. 5, 1916. Univ. of Detroit. Entered automobile business in 1936 at Detroit with Briggs Mfg. Co. in the employment office.

OHLY, CHARLES W., with Thompson Products, Inc., as vice-pres. and gen. mgr. since Aug., 1954. Born Cleveland, O., Sept. 5, 1918. Case Institute of Technology, B.S., M.E. Entered automobile business in 1940 at Cleveland with Thompson Products as laboratory technician in metallurgical research lab.

OLSON, ELMER, chief engineer of Rochester Prod. Div., General Motors Corp., since 1945. Born Chicago, Ill., April 11, 1902. Lewis Institute. Entered automobile business in 1925 as design engineer with Stromberg Carburetor Corp.

O'NEIL, THOMAS J., Ford Motor Co., executive director, sales and advertising staff, and dir. of prod. sales and dealer organization office, sales and adv. staff, since Sept. 1952. Born Memphis, Tenn., Dec. 28, 1894. Christian Bros. College. Entered automobile business in 1915 in Memphis Dist. with Ford Motor Co. as stock clerk.

O'NEIL, WILLIAM F., with General Tire & Rubber Co. as pres. and gen. mgr. since 1915. Born Akron, O., Aug. 21, 1885. Holy Cross Coll., B.S. and LL.D. degrees. Entered automobile business in 1904 at Worcester, Mass., with Worcester Tire Fabric Co. as cost man.

ORMSBY, RUTH, with Nu Orm Plans, Inc., as president since 1945. Native of Los Angeles. St. Mary's Academy and St. Mary's College. Entered automobile business in 1940 working in a dealership as a follow-up operator. Started own follow-up and service merchandising business in November, 1945.

OSBORN, CYRUS R., with General Motors Corp., vice-pres. and dir. Born Dayton, O., Aug. 27, 1897. Univ. of Cincinnati. Entered automobile business in 1921 with Dayton Eng. Laboratories as apprentice.

OSTRANDER, STANLEY W., vice-pres. and group exec. of Ford Motor Co. since 1952. Born Whittemore, Mich., 1895. M.E. degree with correspondence school. Entered automobile business in 1915 at Flint with Weston Mott Co.

PALMER, W. P., with Arndt-Palmer Lab. as pres. since 1947. Born Rushville, Ind., in 1888. Entered automobile business in 1935 at San Francisco with Palmer Co. as owner.

PARKER, FRED W., JR., with Timken-Detroit Axle Division of Rockwell Spring & Axle Company as executive vice-pres. since 1953. Born in Chicago, Apr. 26, 1905. Cornell Univ., M.E. degree. Entered automobile business in 1927 at Detroit with Timken-Detroit Axle Co. as student engr.

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AUTOMOTIVE NEWS FAMILY ALBUM

PASSINO, JACQUE H., exec. asst. to the vice-pres. in charge of sales, Willys Motors, Inc., and vice-pres. of Willys-Overland Export Corp. Born Toledo, O., Sept. 4, 1920. Toledo Univ. Entered automobile business in 1948 with Willys-Overland Export Corp. as engr.

PERELLE, CHARLES W., pres. of American Bosch Arma Corp. since April, 1954. Born Juneau, Alaska, Jan. 5, 1903. Univ. of Washington, St. Joseph College, Dr. degree. Entered automobile business in 1946 as pres. of Gar Wood Industries.

PETERSON, MAGNUS F., pres., gen. mgr., chmn. of exec. com. and dir. of Carter Carburetor Corp. since 1954. Born St. Louis, Mo., 1898. Entered automobile business in 1917 at St. Louis with Wagner Electric Co.

PETTENGILL, E. R., with Pontiac Motor Div. as adm. asst. since 1951. Born in Port Huron, Mich., Feb. 4, 1905. Entered automobile business in 1925 as central office cashier.

PHELPS, ARTHUR G., with Delco-Remy Div., GMC. Exec. asst. to the gen. mgr., in chge. of sales prom. since Sept., 1954. Born Chicago, Oct. 11, 1891. Entered automobile business in 1912 at Dayton, O., with Dayton Engrg. Lab. Co. in prod. dept.

PATENGE, WALTER F., with Wohlert Corp. as pres. and gen. mgr. since 1944. Born Bay City, Mich. 1898. Mich. State College, B.E. Eng. Entered automobile business in 1923 at Lansing with Reo Motor Co. as draftsman.

PERRY, FOSTER N., with American Bosch Div., American Bosch Arma Corp., as exec. vice-pres. since 1950. Born Westerly, R. I., Jan. 11, 1902. Haverford College and M.I.T. Entered automobile business in 1924 with American Bosch.

PETERSON, P. O., with Mack Truck, Inc., as pres. and chief exec. since January, 1955. Born Norway, Sept. 16, 1896. Entered automobile business in 1916 at Flint, Mich., with Buick Motor Co. as inspector. Joined Studebaker in 1919.

PFEIFFER, JOSEPH, with Chrysler Corp. as dir. of purchases since 1947. Born Dayton, O., March 14, 1894. High school and night schl. Entered automobile business in 1917 at Dayton with Maxwell Motor Co. as clerk.

PHILLIPS, ASA R., with Auto Ventshade Co., as pres. and gen. mgr. since 1936. Born Soperton, Ga., Jan. 15, 1901. Georgia Normal, diploma bus. adm. Entered automobile business in 1921 at Atlanta, Ga., with Kelly-Springfield Tire Co. as salesman.

PATTERSON, M. C., vice-pres. and car operations mgr. of Dodge Div., Chrysler Corp. since Nov., 1955. Born Lanaskshire, Scotland, May 30, 1900. Entered automobile business in 1921 as die sinker machinist for Dodge Div.

PATTERSON, WILLIAM R., asst. to gen. sales mgr. of White Motor Co. since 1955. Born Cleveland, O., 1924. Western Reserve Univ., B.A. degree. Entered automobile business in 1949 at Rochester as sales rep. for White Motor Co.

PAUL, STEPHEN H., with Auto Specialties Mfg. Co. as general sales mgr. since 1950. Born Duquesne, Pa., Sept. 26, 1905. Illinois & Chicago Tech. Entered automobile business in 1935 at St. Joseph, Mich., with Auto Specialties Mfg. Co. as inspector.

PECKELS, MICHAEL F., with International Harvester as mgr. consumer rel. since 1945. Born in Chicago, April 29, 1897. Entered automobile business in 1915 at Chicago with International Harvester as clerk.

PENNINGTON, WILLIAM W., sales mgr. of Battery Div., The Electric Auto-Lite Co., since 1936. Born Fairfield, Ill., Jan. 11, 1890. Walkers Academy. Entered automobile business in 1913 at Chicago as salesman with Electric Auto-Lite Co.

PEO, RALPH F., pres. of Houdaille Industries, Inc. Born Rochester, N. Y., 1897. Rochester Institute of Tech., mech. degree. Entered automobile business in Detroit with Dodge Co.

PEPPIATT, GUY S., pres. of Federal-Mogul-Bower Bearings, Inc. Born Washtenaw County, Mich., Sept. 20, 1901. Univ. of Mich., A.B. degree. Entered automobile business in 1928 at Detroit with Federal-Mogul Corp. as accountant, became pres. in 1950.

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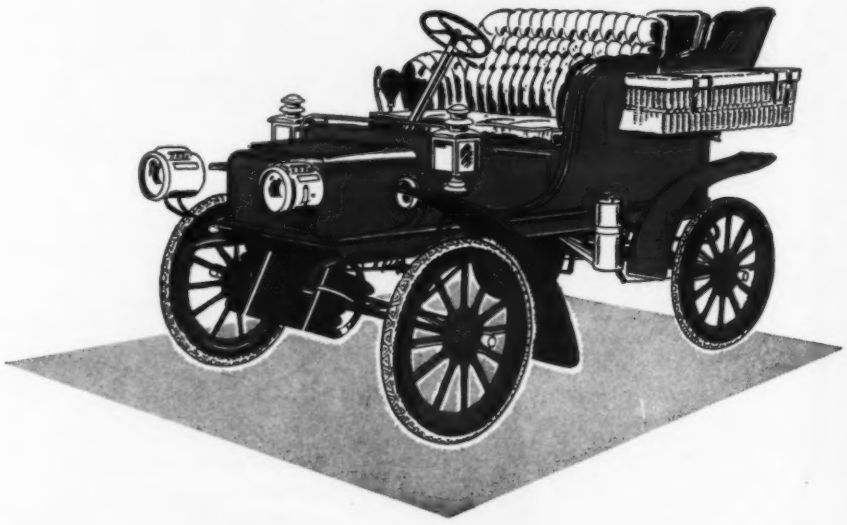

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AUTOMOTIVE NEWS FAMILY ALBUM

PHILLIPS, ROBERT M., with Cadillac Motor Car Div. as gen. serv. mgr. Born New York City, 1914. Graduate automotive design engr. Entered automobile business at New York in 1937 with Cadillac.

PIERSON, H. LYNN, with Detroit Harvester Co. Chmn. of Bd. since 1951. Pres. since 1926. Born in Detroit July 13, 1894. Williams College. Entered automobile business in 1919 at Detroit with Packard Motor Car Co.

PIOT, LESTER W., retail merch. mgr. of Dodge Div., Chrysler Corp., since Feb., 1955. Born Charleroi, Pa., Aug. 20, 1922. Wayne Univ., Lawrence Tech. Entered automobile business in 1946 at Detroit with Chrysler Corp. as district rep.

POTTER, GLENN S., serv. mgr. for Hudson Motors since 1949. Joined the company in 1945 and in 1947 was appointed div. sales mgr. In 1948 was made Kansas City zone mgr.

POWERS, JESSE L., gen. mfg. mgr. of Buick Motor Div. since March, 1956. Born St. Johns, Ind., Aug. 25, 1892. GM Institute. Entered automobile business in 1916 at Flint as machine operator at Buick Motor Div.

PICHURSKI, JOHN R., dir. of pub. relations of American Motors Corp., Hudson Motors Div., since 1955. Born Detroit, Mich., June 18, 1921. Michigan State College. Entered automobile business in 1951 at Detroit with Nash Motors.

PIERSON, LOUIS W., with International Harvester Co. as asst. mgr. of sales, motor truck div. Born Hatton, N. Dak., May 15, 1901. High school. Entered automobile business in 1922 at Billings, Mont., with International Harvester Co. as truck salesman.

POIRIER, G. T., gen. mgr. of mfg. of Chrysler Div., Chrysler Corp. since 1955. Born Jackson, Mich. Univ. of Detroit, Chrysler Inst. of Engrg. Entered automobile business in 1940 as research engr. for Chrysler Div.

POWER, WILLIAM G., with Chevrolet Div. of General Motors Corp. as adv. mgr. since Jan. 1, 1950. Born Indianapolis. Entered automobile industry at Flint, Mich., as Chevrolet wholesale representative in 1928.

POWERS, RAY P., with Studebaker-Packard Corp. as vice-pres. of operations. A native of Janesville, Wis., he joined Packard in 1953 as vice-pres. of mfg. Entered automobile business in 1922 as apprentice tool maker with the Townsend Tractor Co. Powers has been a mfg. exec. since 1927.

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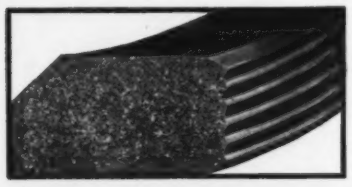
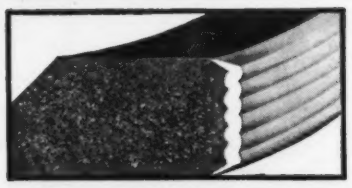
CHROME

Here's how Sealed Power engineers have licked the heat, friction, abrasion, and corrosion caused by higher engine speeds in modern motors.



THE CASTING... For better bonding of the chrome face, Sealed Power developed a special chrome-alloy cast iron. Oil-carrying grooves are machined into the face of the casting for better lubrication.



THE PLATING... The chrome face is then electro-plated on the casting, to a thickness of not less than .004". Note that the oil-carrying grooves are still apparent. They are an important factor in the ring's success.

THE LAPPING... After plating, the ring is factory-lapped to a light-tight finish, which is equivalent to 300 to 500 miles of actual road wear. This expert lapping is the reason for the ring's quick seating.

In cases where exceptionally hard service is demanded, Sealed Power's exclusive Cyclan ring iron may be used for top compression rings, with the chrome plating added as illustrated here. Whatever your chrome ring problem, you are invited to use Sealed Power's long years of successful experience.

SEALED POWER CORPORATION • MUSKEGON, MICHIGAN • ST. JOHN'S, MICHIGAN • ROCHESTER, INDIANA
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Sealed Power Piston Rings

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Leading Manufacturer of Automotive and Industrial Piston Rings since 1911
Largest Producer of Sealing Rings for Automatic Transmissions • Power Steering Units

PRASS, MARC R., with Chrysler Div., Chrysler Corp., as prod. planning dir. since 1954. Born South Bend, Ind., Jan., 1919. B.S. Yale Univ., 1941. Entered automobile business with Chrysler Corp. Engrg. Div., 1941.

PRICE, ARTHUR E., with Kent-Moore Organization, Inc., as vice-pres., spec. accts. Born Fond du Lac, Wis., Feb. 27, 1893. H. S. and extension courses. Entered automobile business in 1911 at Racine, Wis., with Mitchell-Lewis Motor Car Co. as cost clerk.

PRICE, HICKMAN, JR., vice-pres. charge of sales Willys Motors, Inc., also pres. Willys-Overland Export Corp. Born Nashville Tenn., Aug. 14, 1911. Philips Exeter Acad., Columbia Univ. Entered automobile export business in 1945 as vice-pres. and dir. of Kaiser-Frazer Corp. With Willys-Overland since 1952.

PROSSER, WILLIAM B., with Perfect Circle since 1925. Vice-pres., gen. mgr. since July, 1951. Born in Canada, Mar. 22, 1902. Entered automobile business in 1923 at Boston with American Gear Co. as salesman.

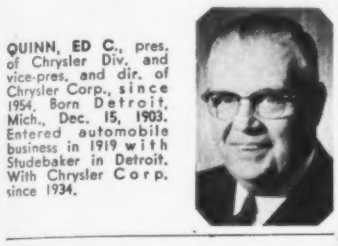
PRUITT, SIDNEY T., domestic sales mgr. of Ethyl Corp. since 1955. Born Benton, Ala., June 16, 1907. Ga. Inst. of Tech., B.S., Civil Eng. degree. Entered automobile business in 1930 as field rep. with Ethyl Corp.

PURDY, LEWIS J., on staff of vice-pres. and operating mgr., Chrysler Corp. since Feb., 1955. Vice-pres. Dodge Div., 1951-1955. Born Adrian, Mich., Feb. 12, 1895. Entered automobile business in 1910 at Detroit with Packard Motor Car Co. as apprentice.

PURDY, RICHARD T., vice-pres. of Automotive Export Div. of American Motors Corp. and pres. of American Motors (Canada) Ltd., since 1954. Born Caro, Mich., Oct. 11, 1906. Graduate of Univ. of Mich. Entered automobile industry in 1945 as mgr. of Motor Truck Div. of Automobile Manufacturers Assn.

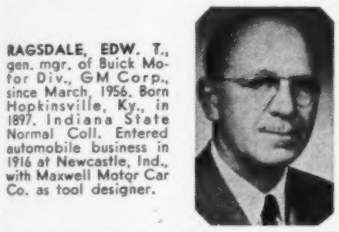
AUTOMOTIVE NEWS FAMILY ALBUM

PUTTERMAN, BENJAMIN., with Yankee Metal Products Corp. as pres. 1946-1955, chmn. of the bd. since 1955. Born Poland, 1891. Entered automobile business in 1915 at New York City with American Auto Lamp Co. as partner.



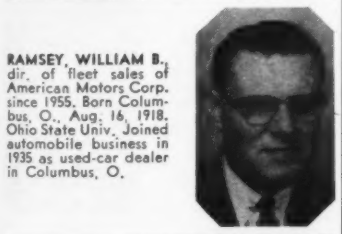
QUINN, ED C., pres. of Chrysler Div. and vice-pres. and dir. of Chrysler Corp., since 1954. Born Detroit, Mich., Dec. 15, 1903. Entered automobile business in 1919 with Studebaker in Detroit. With Chrysler Corp. since 1934.

QUINN, JOSEPH D., with Automotive Body Div., Chrysler Corp., as prod. mgr. since Dec., 1953. Born Nov. 12, 1904, Depot Harbor, Ont., Canada. With Briggs Manufacturing Co. from 1927 through 1953, entered automobile business in 1925 with Murray Mfg. Co. in time study department.



RAGSDALE, EDW. T., gen. mgr. of Buick Motor Div., GM Corp., since March, 1956. Born Hopkinsville, Ky., in 1897. Indiana State Normal Coll. Entered automobile business in 1916 at Newcastle, Ind., with Maxwell Motor Car Co. as tool designer.

RAISBECK, JOHN W., vice-pres. charge of sales, Nash Motors, Div., American Motors Corp., since 1955. Born in Coronel, Chile. Charleston School of Commerce. Entered automobile business in 1930 at Detroit with Packard Motor Car Co.



RAMSEY, WILLIAM B., dir. of fleet sales of American Motors Corp. since 1955. Born Columbus, O., Aug. 16, 1918. Ohio State Univ. Joined automobile business in 1935 as used-car dealer in Columbus, O.

RAPPAPORT, M. E., pres. Napco Industries, Inc. since 1955. Pres. Federal Motor Truck Co., subsidiary of Napco. Born Salt Lake City, Utah, Jan. 13, 1908. Univ. of Minnesota, engineering degree. Entered automobile business in 1930 at Minneapolis as partner of Northwestern Auto Parts Co.

RAVIOLO, VICTOR G., with Ford Motor Co., eng. staff, dir. advanced product study and engrg. research office, since 1955. Born New York City, June 20, 1914. Entered automobile business in 1932 at Detroit as draftsman for Chrysler Corp.

RAY, EDWARD F., gen. sales mgr., All-Wheel-Drive Truck Div., Marmon-Herrington Co., Inc., since Jan., 1955. Born White County, Ind., Feb. 10, 1899. Entered automobile business in 1922 at Indianapolis with Ford Motor Co.

RAYMOND, NEIL C., with A. S. Campbell Co., Inc., East Boston, Mass., as pres. since 1940. Born in Gladwin, Mich., June 16, 1896. Entered automobile business in 1916 at Flint, Mich., with Buick Motor as machinist.

REAGAN, J. E., with Elco Lubricant Corp. as pres. since 1945. Born Pittsburgh, Pa. Entered automobile business in 1917 at Canton, O., with Timken Roller Bearing Co. as service engr.

REED, TOD, with Ruthrauff & Ryan, Inc., as vice-pres., Detroit mgr. since 1948. Born in Minneapolis, Minn., Jan. 16, 1903. Univ. of Mich. Entered automobile business in 1925 at Los Angeles with Hupmobile distributor as salesman.

REESE, C. J., with Continental Motors Corp. as pres. since 1939. Born in Muncie, Ind., in 1900. Muncie Normal, I.C.S. Prod. Engr. degree. Entered automobile business in 1918 at Flint, Mich., with Chevrolet Motor Co. as prod. followup. Joined Continental Motors in purchasing dept., 1931.

REESE, WM. D., mgr. of engrg., motor truck div., International Harvester Co. since Dec., 1943. Born Middletown, N. Y., 1894. Lehigh Univ. Entered automobile business in 1917 with Locomobile Co., Bridgeport. Joined International Harvester, 1934.

REEVES, ALFRED, born in Brooklyn, N. Y., 1875. Brooklyn High. Forty years with Automobile Manufacturers Association; 26 years as gen. mgr.; advisory vice-pres. since 1939; mgr., National Automobile Shows since 1932. Entered automobile business in 1904 as pioneer Automobile Editor of the "New York Mail and Express."

REEVES, PAUL J., dir. of sales of Timken Roller Bearing Co. since 1950. Born Dover, O., 1905. Carnegie Tech., B.S. degree. Entered automobile business in 1929 at Canton as sales engineer of Timken Roller Bearing Co.

REID, J. S., with Standard Products Company as president and chairman of the board. Born Yazoo County, Mississippi, 1894. University of Louisville, M.D. degree. Entered automobile business in 1920, inventor of the Easy-on bayonet type automobile gas tank cap. Founded Standard Products in 1928.

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Mechanical

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Considerations of economy, as well as of sound engineering, will often indicate the selection of cold drawn butt welded tubing. Its economical use in place of solids has been frequently overlooked by manufacturers unfamiliar with its possibilities. The fact that it is manufactured to dimensions specified by the purchaser often makes its use profitable where the usual "standard" sizes would require additional machining or other operations.

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AUTOMOTIVE NEWS FAMILY ALBUM

REILLY, EDWARD J., with Harrison Radiator Division, General Motors Corp. as general sales manager since 1952. Born Buffalo, N. Y., January 6, 1915.

REITH, F. C., gen. mgr. of Mercury Div. and vice-pres. of Ford Motor Co. Born Des Moines, Iowa, Sept. 4, 1914. Drake Univ., B. of C.S. degree. Entered automobile business in 1949 as mgr. of prod. and facility programming at Ford Div.

REMMEL, CHESTER H., sales mgr. of Amalie Div., L. Sonneborn Sons, Inc., since 1954. Born Cleveland, O., Feb. 6, 1913. John Marshall Coll. Entered automobile business in 1929 at Cleveland with Gardner Motor Car Distributor as parts clerk.

RHAME, PAUL W., gen. mgr., New Departure Div., GM Corp. since Jan. 1, 1953. Born Minneapolis, 1895. Graduate of Coll. of Engrg., Univ. of Minn., M.E. degree. Entered automobile business in 1923 with AC Spark Plug Div.

RICHARDSON, J. A., vice-pres. of Shure Mfg. Corp. Born St. Louis, Mo., June 13, 1907. Entered automobile business in 1933 at St. Louis as owner of Richardson Co.

REINHART, JOHN M., chief stylist of Continental Div., Ford Motor Co., since 1956. Born Cincinnati, Ohio. Univ. of Cincinnati, Wayne Univ. Entered automobile business with Packard Motor Co. as consulting stylist.

REMINGTON, ALBERT F., adv. mgr. for Packard and Clipper cars, Packard-Clipper Div. of Studebaker-Packard Corp. Born Peoria, Ill., Sept. 16, 1916. Univ. of Nebraska, majored in bus. adm. Entered auto industry with Ford Div. of Ford Motor Co. in 1949. Joined Packard Sept. 16, 1954.

RENNER, JOHN E., vice-pres. in charge of sales of Lincoln Engineering Co. since 1955. Born St. Louis, Mo., Sept. 19, 1911. St. Louis grade and high schools. Entered automobile business in 1934 at St. Louis with Lincoln Engineering Co., as sales trainee.

RICH, ELMER, with Simoniz Co. as chairman since 1952. Entered automobile business in 1910 at Chicago with Simoniz Co.

RICHARDSON, WILLIAM S., president of B. F. Goodrich Co. since 1954. Born Liverpool, England, Dec. 8, 1893. Entered automobile business in 1914 at Boston with Boston Woven Hose Co. as department manager.

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Since the days of the first Indianapolis Speedway races, Eaton has been a regular supplier to the automotive industry, numbering among its customers practically every motor car, motor truck, tractor, and engine builder in the country. In co-operation with these distinguished manufacturers, Eaton has been instrumental in developing many basic motor car advancements—and Eaton's engineers are engaged in continuing research and development which will add safety, comfort, convenience, and economy to the motor vehicles of the future.

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RIGGS, THOMAS J., JR., pres. F. L. Jacobs Co. With F. L. Jacobs Co. since Jan., 1953. Born June 1, 1916, Logan, W. Va. B.S. in Metallurgical Engrg. from Univ. of Illinois.

RILEY, EDWARD, with General Motors Corp., as vice-pres. since 1942 and gen. mgr. Overseas Oper. div., since 1941. Born in Lawrence, Mass. Dartmouth Coll. Entered automobile business in 1917 with Hyatt Roller Bearing Co.

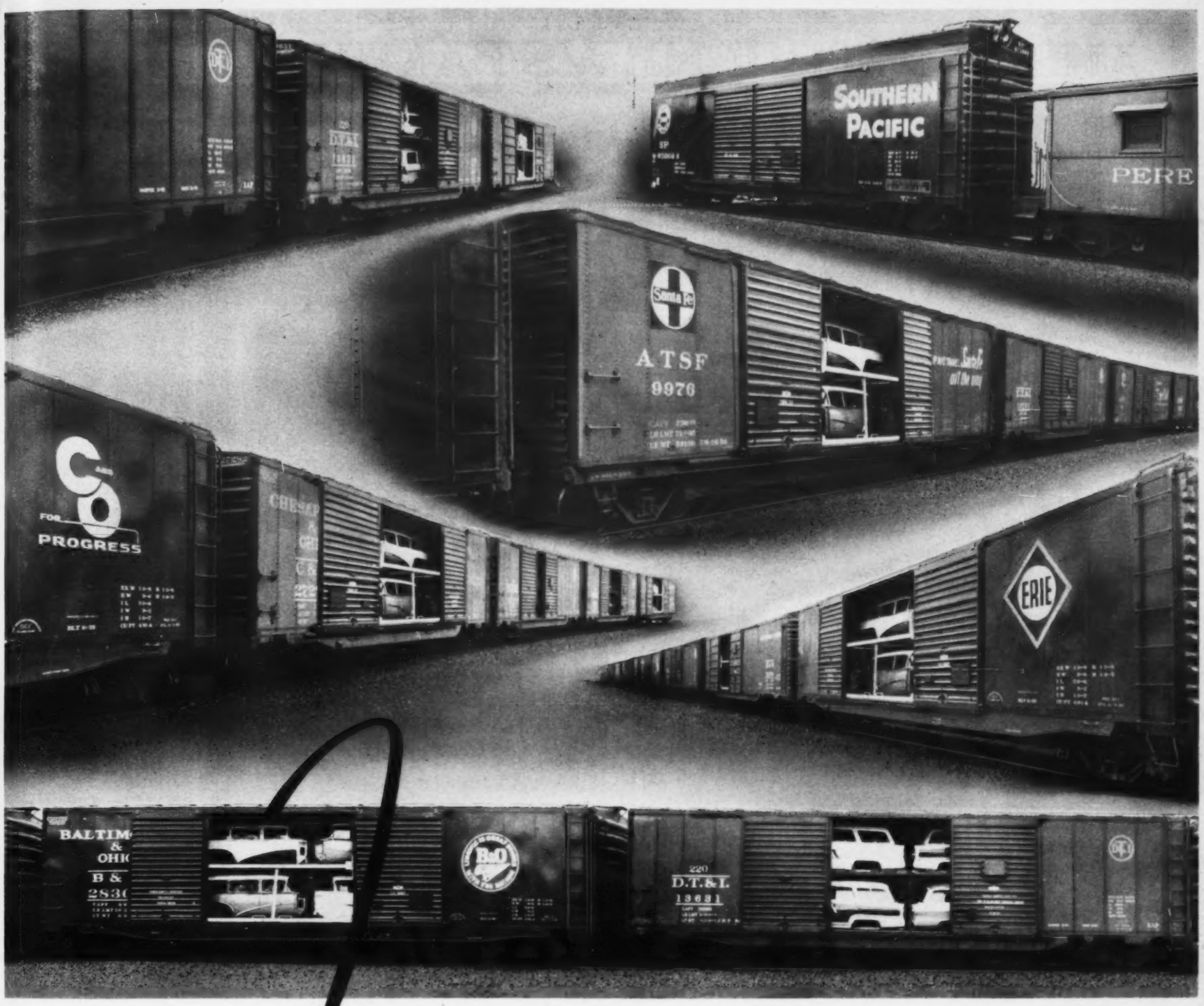
RISING, FRANK W., with Automotive Parts Manufacturers Assn. as gen. mgr. since 1940. Born Kansas City, Mo., 1902. Kansas U. A.B. degree. Entered automobile business in Feb., 1940 at Detroit with APMA as gen. mgr. Mich. W.L.B. Manpower Com.

RITTER, FRANCIS F., used car merch. mgr. of Chrysler Div., Chrysler Corp. Lehigh Univ. Entered automobile business in 1953 with Chrysler Corp.

ROBERTSON, DELMAR D., with Dana Corp. since 1937 and vice-pres. sales since Dec. 1, 1954. Born Chicago, Ill., July 31, 1904. Ga. Inst. of Tech., B.S. mech. engrg. Entered automobile business in 1928 at Philadelphia with Wilkening Mfg. Co. as engr.

ROBERTSON, GORDON H., with Acme Quality Paints, Inc., as vice-pres. and gen. mgr. since 1944. Born Toronto, Ont., Oct. 1, 1901. Univ. of Toronto, B.A.Sc. Entered automobile business in 1926 at Cleveland with Sherwin-Williams Co., Cleveland, O., as chem.

ROBINS, THOMAS JR., with Hewitt-Robins, Inc. as pres. since 1935. Born New York City, Oct. 6, 1896. Groton School; Princeton, "War Degree." Entered rubber business in 1926 in Buffalo, N. Y., with Hewitt-Robins as asst. to pres.



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AUTOMOTIVE NEWS FAMILY ALBUM

ROBITAILLE, C. A., fleet sales mgr. of Chrysler Div., Chrysler Corp. since 1955. Born Detroit, Mich., Oct. 21, 1906. Univ. of Detroit. Entered automobile business in 1928 as accounting clerk in truck distribution dept. of Chrysler Corp.

ROCHE, JOHN P., with Roche, Williams & Cleary, Inc. as pres. since 1926. Born Aberdeen, S. D., 1889. Columbia Univ., A.B. degree. OAX, QBK frats.

ROCKWELL, WILLARD F., chmn. of the bd. of Rockwell Spring and Axle Co. President, Automobile Old Timers, Inc., New York City. Born Boston Mar. 31, 1888. MIT Coll. Entered automobile business in 1914 at Poughkeepsie with F.I.A.T. as engr.

ROGERS, GOODLOE H., with American Forging and Socket Co. since 1934, pres. and gen. mgr. since 1944. Univ. of Michigan Entered automobile business with Oakland Motor Car Co.

ROLLERT, EDWARD D., gen. mgr. of Harrison Radiator Div., General Motors Corp., since 1955. Born Crete, Ill. Purdue University, M.E. degree. Entered automobile business in 1934 at Flint with A C Spark Plug Division.

ROCHE, JAMES M., with Cadillac as gen. sales mgr. since July, 1950. Born Elgin, Ill., Dec. 16, 1906. Entered automobile business in 1927 at Cadillac factory branch, Chicago.

ROCKWELL, WALTER F., chmn. of the bd., The Acro Manufacturing Co. since 1953. Born in Boston, Mass., Oct. 30, 1899. Tufts College, B.S. and M.S. Entered automobile business in 1920 with Wisconsin Parts Co. as serv. engr.

ROESCH, KARL A., with Autocar Div., The White Motor Co. as gen. mgr. since 1955. Born Cleveland, Ohio, 1903. B. A. Ohio State Univ. Entered automobile business in 1928 as salesman with White Motor Co.

ROHRBACH, JOHN F. D., with Raybestos-Manhattan, Inc., as pres. since 1948. Born New York City July 18, 1889. N. Y. U., B.C.S. Entered automobile business in 1916 at Bridgeport, Conn., with Raybestos Co. as auditor and bus. consit.

ROLLIS, ROBERT T., gen. mfg. mgr. of Oldsmobile Div. Born Stoughton, Wis., Dec. 15, 1911. Univ. of Wis., B. S. degree. Entered automobile business in 1935 with General Motors Corp.

ROMNEY, GEORGE, with American Motors Corp. since 1948, as pres. and chmn. since 1954. Born in Chihuahua, Mex., on July 8, 1907. LDS Univ., Univ. of Utah, George Washington Univ. Entered automobile business in 1939 at Detroit with A.M.A. as Detroit mgr.

ROSS, NORMAN M., with Brown-Lipe-Chapin Division of General Motors Corp. as general manager since June, 1942. Born Cleveland, Ohio, April 30, 1894. Entered automobile business in 1911 at Cleveland with National Carbon Company.

ROTHMAN, EDWARD E., dir. of product adv. and sales prom. office, Ford Motor Co., sales and adv. staff since 1956. Born Detroit, Mich. Graduate of Univ. of Penn. Entered automobile business in 1921 with Campbell - Ewald Co.

ROUBIE, KENNETH D., with J. W. Mortell Co. as Detroit Mgr. Born Watertown, N. Y., Oct. 3, 1910. Univ. of D., Clarkson Coll. of Tech., B.S., M.E. Entered automobile business in 1942 at Kankakee, Ill., with J. W. Mortell Co. as district mgr, Detroit.

ROUSH, STANLEY J., with Morse Chain Co. as president and gen. mgr. since 1954. Born Pittsburgh, Pa., May 30, 1909. Carnegie Institute of Technology.

ROW, EDGAR C., with Chrysler Corp. of Canada, Ltd., as pres. and general mgr. since Feb., 1951. Born St. Mary's, O., Jan. 10, 1896. Valparaiso Univ. Entered automobile business in 1916 with Dodge Bros. in planning department.

ROWE, NORMAN A., dir. of adv. Fruehauf Trailer Co. Born in London, Eng., March 9, 1911. Wayne Univ. Entered automobile business in 1928 at Detroit with Geo. Harrison Phelps, Inc., as publicity asst.

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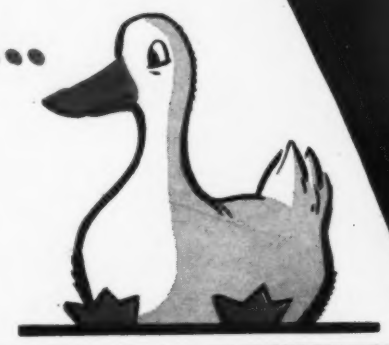
A disabled vehicle is a *sitting duck* for a highway pile-up.

'Till now, there has been no way for a driver to alert traffic to the *sitting duck* hazard created by his disabled vehicle until he got out of the cab and placed the required flares.



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American Trucking Associations, Inc.

(Excerpts from)

ATA Recommended Equipment Specification E-3-1955

6.01 Front turn signals shall be of the double faced (amber to front, red to rear) Class A, Type 1, mounted in accordance with SAE mounting specifications except when impractical due to vehicle design.

6.04 Turn signals shall be wired in such a manner that they will flash simultaneously to indicate vehicle disability.

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A —The most powerful Class A, Type 1, directional signals on the market with Double Face Lamps for front mounting and rear lamps to suit your individual installation.

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C —2 Stop Lamps as powerful as Class A, Type 1, signal lamps.

D —2 Tail Lamps as powerful as the law allows.

For more information about *Sigflare* and a complimentary copy of the new ATA Lighting Recommendations, see your jobber or write to:

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*Broadcasting and Telecasting Yearbook, 1956

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AUTOMOTIVE NEWS FAMILY ALBUM

ROWOLD, HENRY with Mack Motor Truck Corp. as vice-pres. in charge of national and fleet sales. Born New York City, Sept. 16, 1900. High school. Entered automobile business in 1919 at New York with Mack Truck as secy.

RUDE, ALAN G., with Universal C.I.T. Credit Corp. as executive vice-president sales administration. Born Hawthorne, N. J., 1905. Dover Coll. of Commerce, New York Univ. Entered automobile business in 1925 with C.I.T. Corp. of New York.

RUMMEL, MARTIN F., purch. agent of Pontiac Motor Div. since 1946. Born Frankenmuth, Mich., July 31, 1904. Mich. State College. Entered automobile business in 1927 with Oakland Motor Car Co.

ST. AUBIN, MYRLE E., with General Motors Corp. as dir. of serv. sec. since 1944. Born Mt. Clemens, Mich., Oct. 10, 1904. Univ. of Mich., A.B., B.A. Entered automobile business in 1927 at Pontiac, Mich., with Oakland Motor Car Co. as parts and service rep.

SANDBERG, F. EMIL, with Ford Motor Co., engrg. staff, as exec. engr., Ford truck engr. Born Sweden, July 14, 1898. Entered automobile business in 1925 at Highland Park, Mich., as machinist with Ford Motor Co.

ROY, ROSS, pres. Ross Roy, Inc., national advertising agency, founded in 1926. Entered automobile business at Janesville, Wis., with Dodge as retail salesman.

RULE, RALPH G., with AP Parts Corp. as pres. since 1939. Born New York City, June 22, 1907. Tri-State Bus. Col. Entered automobile business in 1931 at Toledo, O., with Associated Parts, Inc., as credit mgr.

SAFFORD, HERMON F., with Ohio Rubber Co., A Div. of The Eagle-Picher Co. as pres. since 1951. Dir. since 1949. Vice-pres. and Dir. of The Eagle-Picher Co. since 1953. Born Leominster, Mass., Aug. 19, 1894. Worcester Tech., M.I.T., B.S. Mech. Engrg. Entered automobile business in 1946 at Willoughby, O., with Ohio Rubber Co. as exec. vice-pres.

SALTARELLI, G. C., vice-pres. in chg. of operations of Houdaille Industries, Inc. since 1955. Born Brooklyn, N. Y., 1912. Univ. of Buffalo, B.S., LL.B. degrees. Entered automobile business in 1941 at Buffalo with Houdaille-Hershey Corp. as attorney.

SARVIS, IVAN X., with Chevrolet Motor Div. as asst. gen. sales mgr. since Dec. 17, 1947. Born Rose Hill, Iowa. Entered automobile business in 1926 at Los Angeles with Chevrolet as representative.

SATTLER, HERMAN P., with Chevrolet Motor Div. as truck mgr. since 1954. Born Fort Thomas, Ky., Aug. 10, 1906. Entered automobile business as commercial body rep. for Chevrolet in Charleston, W. Va., in 1929.

SAUNDERS, M. A. asst. sales manager in chge. of field car sales, Nash Motors Div. of American Motors Corp. since 1956. Graduate of Det. Inst. of Tech. Entered automobile business in 1938 as secy. treas. and gen. mgr. of Dormont Buick Co., Pittsburgh.

SCALES, RICHARD K., with Ethyl Corp. as gen. mgr., Research Lab., Detroit, since 1954. Born Newark, N. J., Aug. 12, 1906. Cornell: Ch.B. degree. Entered automobile business in 1929 at Detroit with Ethyl Corp. as research chem.

SCHACH, HARVEY E., with Midland Steel Products Co. Sales mgr. Power Brake Div. since 1947. Born Cleveland, O., Apr. 15, 1901. East Tech. Entered automobile business in 1920 at Cleveland with Stearns Motor Co. as exp. engr.

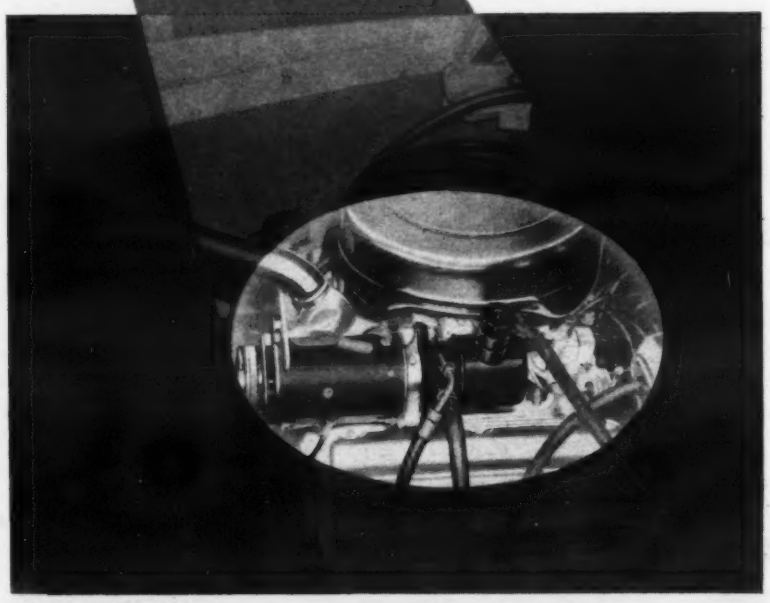
SCHAEFER, HARRY S., mgr. of automotive dept. of John Bean Div. Food Machinery & Chemical Corp., since 1954. Born Davenport, Iowa, Dec. 15, 1915. Purdue Univ., B.S. degree. Entered automobile business in 1947 at South Bend as district sales mgr. of John Bean Div.

SCHAEFER, JOHN H., with Ethyl Corp. as vice-pres. chge. of mfg. dir since 1943. Born Buffalo, N. Y., Feb. 19, 1902. Univ. of Del., B.S., Mass. Inst. of Tech., M.S. Entered Ethyl Corp. in 1926.

SCHIPPER, J. EDWARD, owner, Schipper Assoc. Born Baltimore, Md. Grad. Webb Inst. of Naval Arch. and Marine Eng., B.S. Entered automobile industry at Detroit in 1928 as engrg. editor, Automotive Industries.

CHRYSLER CORPORATION

also Spotlights VICKERS PUMPS FOR POWER STEERING



Automotive industry recognition of Vickers outstanding achievements in hydraulic pumps for power steering grows continually. The new De Soto and Dodge are among the 1956 automobiles using a Vickers Vane Type Pump for this purpose. The new Model VT24 is extremely compact and light in weight . . . it also has the time-proved Vickers Pump advantages of exceptional dependability, long life, high efficiency and quiet operation.

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DIVISION OF SPERRY RAND CORPORATION
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MORE VICKERS VANE TYPE PUMPS than all other makes combined are used for HYDRAULIC POWER STEERING

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ENGINEERS AND BUILDERS OF OIL HYDRAULIC EQUIPMENT SINCE 1921

AUTOMOTIVE NEWS FAMILY ALBUM

SCHMIDT, ERNEST R., app. vice-pres., chge. of mfg. of Budd Co., Jan. 1, 1951. Exec. vice-pres. since Jan., 1955. Born Philadelphia, Pa., Nov. 12, 1895. Temple Univ. Entered automobile business in 1917 with Budd Co. as time-keeper.

SEASE, FLOYD G., with American Motors Corp., Nash Motors Div., as dir., dealer development, since 1954. Born Newberry, S. C., Dec. 3, 1898. Univ. of S. C. Entered automobile business in 1921 at Columbia, S. C., with Du-Pre Auto Co. as office mgr.

SEEM, DONALD B., with Electric Auto-Lite Co. as vice-pres. and dir. of adv. since 1953. Born Starkey, N. Y., July 24, 1911. Univ. of Penn., A. B. Entered automobile business in 1947 at Toledo, O., with Electric Auto-Lite Co. as asst. adv. mgr.

SEIDEL, ROBERT K., with American Motors Corp. as American Motors parts div. mgr., since 1954. Born Linton, Ind., Dec. 18, 1902. Indiana Univ. Entered automobile business in 1922 at Indianapolis, Ind., with Nash Motors Co. Dist. as serv. mgr.

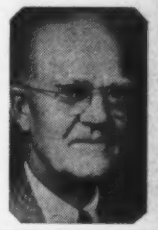
SEYFFER, CHARLES J., with Ford Division, Ford Motor Company, as assistant general sales manager, dealer relations, since 1953. Entered automobile business in 1914 at New York with Ford Motor Company as district sales manager.

SCHMIDT, WILLIAM M., vice-pres. of styling of Studebaker-Packard Corp. Born Detroit, Mich., Aug. 23, 1921. Wayne Univ. Entered automobile business in 1941 with Ford Motor Co.

SEATON, MORGAN J., sales prom. mgr., Oldsmobile Div. Joined GM in 1930 and Oldsmobile in 1933 in sales prom. dept. Born in Detroit, Apr. 22, 1909. Educated Detroit public schools.

SEIBERLING, J. P. with Seiberling Rubber Co. as pres. since 1938. Chmn. of bd. since 1950. Born Akron, O., July 3, 1898. Princeton Univ., B.S. 1921; Univ. of Michigan Law Schl., LL.B. 1927. Entered automobile business in 1922 at Akron with Seiberling Rubber Co. as salesman.

SETTLE, BEN B., with Chrysler Corp. on exec. serv. staff since 1955. Born Bowling Green, Ky., Nov. 16, 1897. Entered automobile business in 1916 with Dodge Bros. as final road tester.



SHAFFNER, W. LAURANCE, with Fleet Sec., GM Corp., as dir. fleet sec. since 1946. Born Lansdowne, Pa., 1891. High school and business college. Entered automobile business in 1922 at Pontiac, Mich.

SCHNEIDER, C. L., Fruehauf Trailer Co. as vice-pres., charge of sales since 1950. Born in Indianapolis, Ind., June 9, 1901. Univ. of Detroit, 1920. Entered automobile business at Detroit with Packard Motor Car Co. as draftsman.

SCHULTHEIS, EVERETT M., with Clark Equipment Co. since 1936 as vice-pres. since 1947. Born Seymour, Ind., Aug. 4, 1893. Entered automobile business in 1908 at Indianapolis with Nordyke & Marmon Co. as shop apprentice.

SCHUMACHER, WILLIAM C., with International Harvester Co. as vice-pres., Motor Truck Div. since May, 1953. Born White Plains, N. Y., Feb. 27, 1898. Entered automobile business in 1917 at Jacksonville, Fla., with International Harvester Co.

SCHUYLER, ROBERT S., sales manager of Studebaker Div. truck dept. Born Kalamazoo, Mich. April 11, 1913. Graduate of I.C.S. in engrg. Chicago School of Accounting. Entered automobile business in 1940 with Dodge dealer in Long Beach, Calif. Joined Studebaker in 1955.

SCRIBNER, CHARLES D., with Studebaker-Packard Corp. as vice-pres. of ind. rel. Born Port Huron, Mich., Dec. 26, 1916. Mich. State Coll., A.B. degree. Entered automobile business with Pontiac Div. of General Motors Corp.

SCULLY, FRANK P., with Scully Signal Co. as pres. since 1936. Born Boston, Mass., March 7, 1894. Mass. Inst. Tech., B.S., 1915. Entered automobile business in 1919 at Buffalo with Houdaille Co. as trees.

SEANOR, JOHN M., dir. of sales of Kent-Moore Organization, Inc., since 1955. Born Greensburgh, Pa., Jan. 11, 1913. Northwestern Univ. Entered automobile business in 1937 at Chicago as serv. rep. for Alemite Div. of Stewart-Warner Corp.

1936 It took real salesmanship to sell cars twenty years ago. Money was scarce, products abundant, and buyers were cautious. They wanted absolute assurance . . . something special in goods or services to prove that a deal was right for them as well as for the dealer. Out of those times came an idea . . . a many-faceted dealership management program designed to turn every-day problems into sources of additional revenue. Thus it was, on October 17, 1936, that a successful dealer named George M. Taylor sold the first "Carlife Guaranty."

Carlife Guaranty

OUR 20th YEAR

HELPING AUTOMOBILE DEALERS TURN "PROBLEMS" INTO PROFITS

1956 And how the market has changed! More people, with more money. But, with more products to choose from, too, buyers are still cautious. They still want some special assurance from the dealer that his deal is right for them. And today, not one but thousands of reputable dealers are profitably satisfying that want . . . by selling "Carlife Guaranty"!

No doubt there are many well-established automobile dealers who have never heard of "Carlife Guaranty". Others, too, who may well have heard of it but who still don't know what it is or how it can be used to turn *their* problems into sources of extra profits.

Perhaps the basic reason for this is the fact that "Carlife Guaranty" is not a tangible product . . . something you can see and feel. Rather, it's a method of operation . . . a simple, practical, proven plan for obtaining maximum profits from every phase of a dealership's business. A plan which works regardless of market conditions. And one which inevitably creates an atmosphere of mutual respect and confidence between the dealer and his customers.

We could cite any number of testimonials from dealers who have found "Carlife" to be the "key to hidden profits" in the daily operation of their business. But we'd much rather tell you about it in terms of *your own dealership*. So if you are not fully satisfied with your present level of operations . . . in new car sales, used car sales . . . or in parts, accessories and labor sales, why not drop us a line covering your specific problems? All inquiries will be treated as confidential. And there's no obligation, of course.

The CARLIFE GUARANTY Company

16501 Wyoming • Detroit 21, Michigan

AUTOMOTIVE NEWS FAMILY ALBUM

SHALLBERG, GUSTAVUS A., with Borg-Warner as chmn. of exec. committee. Born Moline, Ill., 1876. Univ. Mich., LL.B. Entered automobile business in 1915 at Moline with Borg & Beck Co. as gen. counsel.

SJOBERG, ROY H., vice-pres., dir. of sales of Divco Corp. since 1953. Born Badger, Minn., Sept. 17, 1904. Univ. of Minn., B.S.E.E. degree. Entered automobile business in 1938 at Philadelphia and New York as sales engr. at A.C.F. Brill Motor Co.

SLOAN, ALFRED P., JR., with General Motors as past chmn. of bd. Born in New Haven, Conn., in 1875. Mass. Inst. Tech. B.S. in elec. engr. Entered automobile business in 1895 at Newark, N. J., with Hyatt Roller Bearing Co. as draftsman. With GM since 1918.

SMITH, D. NEVIN, vice-pres. and gen. mgr. of Automotive Div., Exide, Willard, Grant, Jordan, The Electric Storage Battery Co. Born Red Lion, Pa., 1909. Lafayette College, B.A. degree Entered automobile business in 1943 at Philadelphia with The Electric Storage Battery Co.

SMITH, J. THOMAS, with Detroit Harvester Co. as pres. since 1951. Born Arapaho, Okla., Nov. 19, 1905. Stetson U., LL.B. Entered automobile business in 1947 at Detroit with Detroit Harvester Co. as vice-pres. & gen. counsel.

SHANKLIN, RICHARD W., director of dealer enterprise of Chrysler Corp. since March, 1954. Born Frankfort, Ind. Indiana and Butler Univ. Entered automobile business 1931 with Chevrolet Div., General Motors.

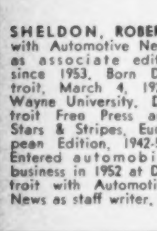
SKINNER, SHERROD E., vice-pres. GM Corp. since 1942, now in charge of the accessories div. group. Born in New Britain, Conn., in 1896. Rensselaer Poly. Inst. Mech. Eng. Entered automobile business in 1930 at Detroit, Mich., with General Motors Corp. as chief engr., Ternstedt div.

SMITH, CHARLES J., with Monroe Auto Equipment Co. as dir. vice-pres. in charge of engrg. since 1945. Born in Sharon, Pa., in 1908. General Motors Inst. of Tech. Entered automobile business in 1930 at Detroit with Packard Motor Car Co. as exp. mech.

SMITH, GUY C., with Brooke, Smith, French & Dorrance, Inc., as secy.-treas. since 1917. Born Fall River, Kans., Oct. 11, 1890. Univ. of Kansas. Entered automobile business in 1919 in Detroit.

SMITH, M. H., gen. sales mgr., replacement sales of The Electric Auto-Lite Co., since 1955. Born Oxford, Neb. Sept. 23, 1912. Neb. Wesleyan Univ. Entered automobile business in 1935 with parts jobber; joined Auto-Lite as territory rep. in 1939.

SHAW, EUGENE F., asst. sales mgr.—organization of Dodge Div., Chrysler Corp., since May, 1955. Born New York New York, July 5, 1910. Univ. of Detroit. Entered automobile business in 1933 as assembly line worker for Dodge.



SHELDON, ROBERT, with Automotive News as associate editor since 1953. Born Detroit, March 4, 1926. Wayne University. Detroit Free Press and Stars & Stripes, European Edition, 1942-52. Entered automobile business in 1952 at Detroit with Automotive News as staff writer.

SHIELDS, JOHN H., with Superior Coach Corp., Lima, O., as pres. since 1948. Born Cridersville. Entered automobile business in 1925 at Lima, O., with Superior Coach Corp as time study mgr.

SHIRLEY, C. H., with United States Rubber Co. as advertising manager, tire division. Born Newark, N. J., on Sept. 9, 1909. Colgate Univ., A.B. Entered automobile business in 1944 at New York with U. S. Tires, U. S. Rubber Co., as adv. asst.

SIMONI, CLARENCE C., vice pres. sales corp. and gen. sales mgr., Packings and Friction Materials Div. of Johns - Manville Corp. since 1955. Born Boston, Mass., 1898. Fordham and Columbia Universities. Entered automobile business in 1936 at Johns-Manville Corp.

SINGER, RUSSELL E., with American Automobile Assn. as exec. vice-pres. since 1936. Entered American Automobile Assn. in 1924 in Washington, D. C., as asst. secy.

SINGLETON, WILLIAM D., gen. mfg. mgr. Lincoln Div., Ford Motor Co., since 1955. Born Dallas, Texas. Texas A&M College, M. E. degree. Entered automobile business in 1931 in Dallas as maintenance helper at Ford Motor Co.

Best Seller in America's Biggest Automotive Market

AUTOMOTIVE NEWS FAMILY ALBUM

SNYDER, CARL J., with Chrysler Corporation as vice-president and operating manager since 1952 and director since 1953. Born York, Pa., Nov. 29, 1896. Entered automotive business in 1914 at Detroit.

SOELCH, JOHN, with Studebaker Div., Studebaker-Packard Corp. as dir. of purch. since 1954. Born South Bend Ind., on Jan. 29, 1900. South Bend Business Coll. Entered automobile business in 1924 with Studebaker Corp.

SOMERS, FRANK R., with Willard Storage Battery Co. as vice-pres. Born Somerdale, O., 1893. High school, business extension. Entered automobile business in 1916 at Cleveland with W.S.B. Co. as asst. credit mgr.

SOMMERVILLE, ROBERT L., with The Electric Storage Battery Co., Automotive Division, Exide, Willard, Grant, Jordan, as gen. sales mgr. Born Albany, N. Y., Sept. 4, 1894. Rensselaer Polytechnic Inst., elec. engrg. Entered automobile business in 1919 at New York City with The Electrict Storage Battery Co.

SPEAKER, JOHN W., with J. W. Speaker Corp. as pres. founder and gen. mgr. since 1936. Born Vienna, Aus., June 25, 1903. Entered automobile business in 1935 at Milwaukee with J. W. Speaker Corp.

SNYDER, RAYMOND A., with Sealed Power Corp. as sales mgr., Original Equipt. Div., since 1948. Born Glenshaw, Pa., on Jan. 24, 1903. Entered automobile business in 1923 at Muskegon, Mich., with Sealed Power Corp. as production engineer.

SOHNGEN, LOUIS C., with The Las-Stik Mfg. Co. as pres. Born Hamilton, Ohio, Jan. 12, 1894. Univ. of Pa. Founded present business in 1915.

SOMERVILLE, R. C. Chrysler Corp., as exec. dir. of markets since Sept. 1, 1955. Born Decatur, Ill., Aug. 31, 1896. Chrysler Cont. of Business Management and Alexander Hamilton Inst. Entered automobile business in 1913 at Detroit, Mich., with Hudson Motor Car Co. as stock clerk.

SPATTA, GEORGE, with Clark Equipment Co. as pres. since 1945. Born New York City. Entered automobile business in 1927 with Clark Equipment Co. as production engineer.

SPENCER, GORDON Z., with Trico Products Corp. as sales-serv. mgr., replacement parts div. Born Buffalo, N.Y., Nov. 1, 1901. Colgate Coll., A.B. Entered automobile business in 1928 at Buffalo, N. Y., with Trico Products Corp. as serv. mgr.

SPICER, DONALD H., with Morse Chain Co. a Borg-Warner Industry, as Vice-Pres., Sales since 1955. Born New York City, 1907. Case Inst. of Tech., B. S., 1929, M. E., 1933. Entered automobile business in 1929 with Johns-Manville as research engr.

STALEY, KENNETH E., with Chevrolet Div. of GM Corp. as asst. gen. sales mgr., since Sept. 1952. Born Western, Neb., Nov. 26, 1904. Univ. of Neb. Entered automobile business in 1926 as retail salesman and joined Chevrolet in 1929 as dis. rep. at Omaha office.

STANSBERRY, WARREN, with Anzick Manufacturing Company as partner. Born West Fork, Arkansas, July 17, 1907. Entered automobile business in 1927 with Dodge Bros. With the Budd Company 1928-1948.

STARR, BUEL E., with Pontiac Motor Div. as gen. mfg. mgr. since 1947. Born Aug. 5, 1899. Entered automobile business in 1927 with Pontiac.

STAUDT, GEORGE L., adv. mgr. of Hudson Motors Div. since 1956. Born Pinckneyville, Ill., May 28, 1912. Graduate Univ. of Ill. Entered adv. business in 1935 with Benson & Dall, Chicago. Formerly adv. mgr. for the Harnischfeger Corp., Milwaukee.

STEPHENSON, E. E., mgr. of marketing and analysis dept., American Motors Corp., since 1946. Born Camden, N. J., Dec. 6, 1894. Graduate Philadelphia Coll. of Pharmacy. Entered automobile business in 1927 as retail car salesman.

STEPHENSON, J. O., pres. Stephenson Industries, Inc., formerly J. O. Stephenson Foundry & Manufacturing Co. Born Orleans, Ind., July 7, 1910. Purdue and Ind. Univ. Entered automobile business in 1937 at Detroit.

More and more of the nation's leading automotive manufacturers are advertising in the Countryside Unit. Why the Countryside Unit?

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More than 22 million families live outside the metropolitan centers in the prosperous countryside market. They own and operate nearly half of all the automobiles in the U.S.A., 65% of the trucks, and 92% of the tractors. In business to supply, service and maintain this mighty army of machines are 73% of the nation's car and truck dealers, 58% of the automotive jobbers, and almost half of the independent repair shops —all in Countryside America.

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  General Motors Corporation
- American Chain & Cable Company, Inc.
- Champion Spark Plug Company
- Chevrolet Motor Division
  General Motors Corporation
- Chrysler Division
  Chrysler Corporation
- Dodge Truck Division
  Chrysler Corporation
- Eaton Manufacturing Company
- Ford Division
  Ford Motor Company
- Ford Motor Company
- Goodyear Tire & Rubber Company, The
- Kelly-Springfield Tire Company
- Mercury Division
  Ford Motor Company
- Motor Truck Division
  International Harvester Company
- Pennzoil Co., The
- Plymouth Division
  Chrysler Corporation
- Sinclair Refining Company
- Texas Company, The

People like to read advertising in magazines

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Published monthly by Farm Journal, Inc. • Phila. 5, Pa.

GRAHAM PATTERSON, *Publisher* — RICHARD J. BABCOCK, *President*

AUTOMOTIVE NEWS FAMILY ALBUM

STERN, ARTHUR W., with Acme Quality Paints, Inc., as gen. sales mgr. refinishing sales since 1948. Born Morrison, Wis., Oct. 5, 1898. Entered automotive business in 1927 at Detroit with Acme as asst. sales mgr.

STEVENS, GEORGE T., dir. of sales of Bay Mfg. Div., Life Time Products Corp., since 1953. Born Framingham, Mass., Nov. 18, 1902. Dartmouth College, B.S. degree. Entered automobile business in 1953 at Youngstown, Ohio, in present capacity.

STICKEL, H. R. with White Motor Co. as mgr. fleet sales and asst. to pres. since 1952. Born Carlisle Springs, Pa. Joined Pa. State Highway Dept. in 1919 and named dir. Motor Vehicle Bureau in 1930.

STODDARD, ROBERT W., pres. of Wyman-Gordon Co. since 1955. Born Trenton, N. J. Jan. 22, 1906. Yale, PhB degree, Worcester Polytechnic Institute, hon. Dr. eng. Entered automobile business in 1929 at Worcester as lab. asst. at Wyman-Gordon Co.

STOLL, GEORGE E., with Bendix Prod. Div., Bendix Aviation Corp.; vice-pres. and group exec.; elected director, Bendix Aviation Corp., in 1950. Born Lexington, Ky., Nov. 2, 1906. Gulf Coast Mil. Acad., Goshen Coll. Entered automobile business in 1926 at Goshen, Ind., with Engman Co. as foreman of plating depts.

STEVENS, BYRON F., with Van Auken, Ragland & Stevens as partner since 1944. Born in Chicago, Ill., March 26, 1903. Northwestern Univ. B.S. degree. Entered automotive advertising business in 1932 at Chicago with Van Auken, Ragland, Inc., as copywriter.

STEWART, L. E., Central Div. sales mgr. of Nash Motors Div., American Motors Corp., since 1956. Born Macomb, Ill., Jan. 5, 1912. Univ. of Ill. Entered automobile business with Nash in 1946 as dist. mgr. in Chicago zone.

STODDARD, HARRY G., with Wyman-Gordon Co. as chairman of the board since 1955. Entered automobile business in 1911 at Worcester, with Wyman-Gordon Co. as vice-pres. and gen. sales mgr.

STOESSEL, RUDOLPH R., with Coachcraft Sales Corp. as president since 1952; with Coachcraft, Ltd. as secretary-treasurer since 1940. Born Germany, April 17, 1907. Apprenticeship served in German Coachwork, Master Craftsman, Germany, 1922. Entered automobile business in 1922 in Germany with Auer Karvesorie as wood-worker.

STRADELLA, CHARLES G., with General Motors Acceptance Corp. as pres. since 1954. Born North Tonawanda, N. Y., Jan. 29, 1898. Yale Univ., A.B. degree. Entered automobile business in 1919 at New York with General Motors Acceptance Corp.

STRANAHAN, R. A. chmn. of the bd. of Champion Spark Plug Co., since 1954. Founder and Pres. 1910-1954. Born Buffalo, N. Y., July 7, 1886. Harvard, A.B., 1908.

STRANAHAN, ROBERT A., JR., pres. of Champion Spark Plug Co., since 1954. Born Toledo, O., Jan. 16, 1915. Entered automobile business in 1935 at Toledo with Champion Spark Plug Co.

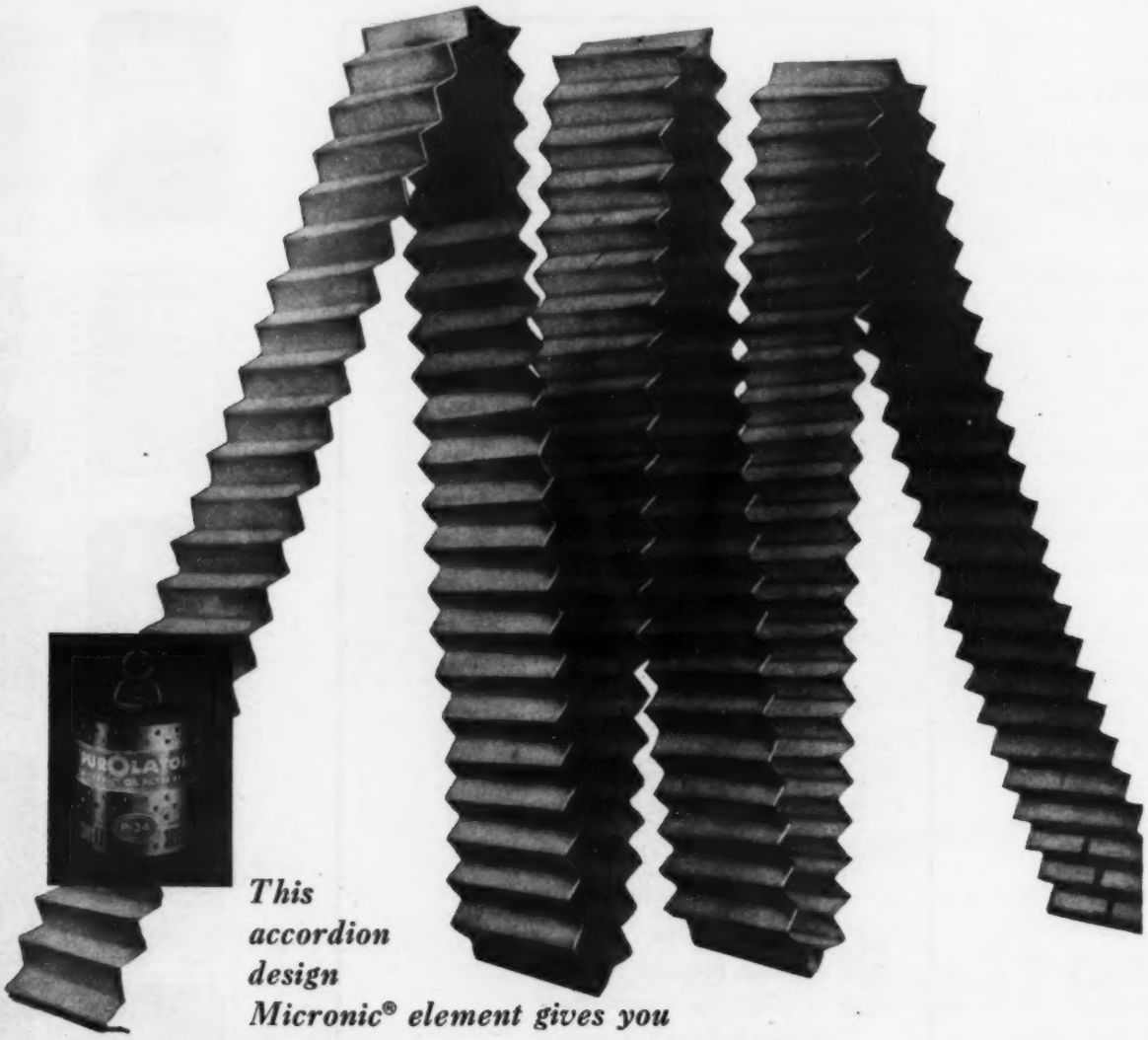
STRICKLAND, SILAS A., with Bower Roller Bearing Co. as pres., 1932-1955, vice-chairman of the board of Federal-Mogul-Bower Bearings, Inc. since 1955. Born New Haven, Conn. Entered automobile business in 1910 in Detroit with Packard as engineer.

STRNAD, JAMES J., with Lempco Products, Inc. as president since July, 1953. Born 1925. Massachusetts Institute of Technology, B.S.E. degree. University School. Entered automobile business in 1946 at Bedford, Ohio, with Lempco Products, Inc. as chief engineer.

STROUSE, NORMAN H., pres. of J. Walter Thompson Co. since 1955. Born Olympia, Wash., Nov. 4, 1906. Entered automobile business in 1945 at Detroit with J. Walter Thompson Co. as account rep.

SULLIVAN, RAY H., with Ford Motor Co. as vice-pres. and group executive. Born Stonington, Conn. Brooklyn Polytechnic Inst. Entered automobile business in 1923 with Ternstedt as consulting engr.

SUMPTER, LEW., sales mgr. Hudson Motors Western Div. Joined Hudson in 1950 as special rep. and became Detroit zone mgr. the same year. In 1950 he was made div. mgr. of the South Central div. and in 1954 appointed div. mgr. of the Western Div.



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AUTOMOTIVE NEWS FAMILY ALBUM

SUMRALL, CHARLES E., central div. sales mgr. of Chrysler Div., Chrysler Corp. since 1955. Born in Alabama. Univ. of Texas, Memphis State College, Youngstown College. Entered automobile business in 1949 with Chrysler Div.

TAYLOR, SYDNEY W., vice-president in chge. of engineering, Willys Motors, Inc., since 1954. Born Batoun, Russia, 1906. Entered automobile business in 1947 as general manager of the Kaiser-Frazer Dowagiac Foundry Division.

TEETOR, DON H., with Perfect Circle as vice-pres. chge. of sales since 1944. Born Hagerstown, Ind., 1903. Pomona Coll., Univ. of Illinois, A.B. degree. Entered automobile business in 1926 at Hagerstown with Perfect Circle in inventory dept.

TEETOR, LOTHAIR, with Perfect Circle as chmn. of board since 1946. Asst. Secy. of Commerce Domestic Affairs Oct. 6, 1953 to Nov. 25, 1955. Born Hagerstown, Ind., 1897. Pomona Coll., Univ. of Wisconsin, Phi Delta Theta fraternity. Entered automobile parts business in 1920 at Hagerstown with present company.

TEIPER, RICHARD B., dir. of service of Chrysler Div., Chrysler Corp., since 1954. Born Detroit, Mich., 1919. Univ. of Detroit, B.E. degree. Entered automobile business in 1942 at Detroit with Chrysler Corp.

SUTHERLEN, VICTOR H., asst. sales mgr. of Oldsmobile Div. since 1955. Born Fullerton, Calif., Oct. 2, 1914. Univ. of Calif. Entered automobile business in 1936 at Los Angeles with Oldsmobile Div.

TEETOR, DANIEL C., with Perfect Circle since 1928. Vice-pres. since 1943. Born Indianapolis, Ind., 1884. Entered automobile business in 1903 with Marion Motor Car Co. as car tester, contest driver and traveling trouble-shooter.

TEETOR, HERMAN C., with Perfect Circle as dir. of adv. since 1955. Born Hagerstown, Ind., 1905. High school, Univ. of Illinois, A.B. Entered automobile business in 1927 with Perfect Circle, handling special assignments in sales.

TEETOR, RALPH R., with Perfect Circle as pres. since 1946. Born Hagerstown, Ind., Aug. 17, 1890. Univ. of Pa., B.S. in M.E., M.E. Entered automobile business in 1913 in Hagerstown, Ind., with Light Inspection Car Co. as mfr. of engines and piston rings.

TELFORD, ROBERT J., vice-president and gen. manager of Fruehauf Trailer Co. of Canada, Ltd., since 1955. Born Belfast, Ireland, June 29, 1902. High school. Entered automobile business in 1921 with General Motors at Oshawa as export insp.

SWAIN, ROBERT O., with International Road Federation as exec. dir. since 1948. Born Clinton, Conn. Entered highway transportation field in 1933 with the Texas Highway Dept.

SWEEDYK, JACK, adv. mgr. of Mopar Parts Div., Chrysler Corp. since 1954. Born Grand Rapids, Mich., Dec. 4, 1897. Grand Rapids Junior College. Entered automobile business in 1932 at Detroit as adv. clerk with Chrysler Corp.

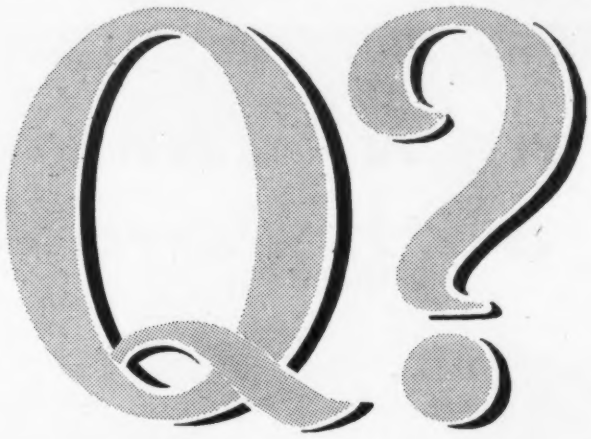
TALLBERG, VALENTINE Y., with Ford Motor Co., Engineering Staff, as executive assistant to the vice-pres.—engineering, since 1955. Born Sweden, June 12, 1901. Technical Institute at Sala, Sweden, Mechanical Engineering. Entered automobile business in 1922 at Detroit as draftsman for GM Ternstedt Division.

TAYLOR, ELLIOTT, with Pacific Finance Corp. as vice-president and assistant to the president since March, 1954. Born Chicago, Ill., Aug. 8, 1912. Harvard A.B. Entered automobile business in 1934 in Boston, Mass., with International Harvester Co. (Truck Div.) as advertising man.

TAYLOR, GEORGE M., originator of the Carlife Guaranty Co. in 1936. Born in Detroit. Entered automobile business in 1914.

TAYLOR, HAROLD M., with Firestone Tire & Rubber Co. as vice-pres., mfrs. sales since Jan. 1953. Born Denver, Colo., 1895. Public, business college. Entered automobile business in 1915 at Detroit.

TAYLOR, REESE H., with Union Oil Co. of Calif. as pres. since October, 1938. Born Los Angeles, Calif., July 6, 1900. Public schools, Cornell Univ., Univ. of Calif. Entered steel business in 1922 with Llewellyn Iron Works.



How efficient is your national advertising in Boston, anyway? Does the paper you use have national advertising readership of 85% — 34% above the national average?

It *Does* — if it's the Boston Globe!* This is added reason why the Boston Globe — FIRST in Automotive (including new and used car) year after year — should be your FIRST paper in 1956.

The Boston Globe

MORNING • EVENING • SUNDAY

*According to P.R.S. reports, national advertising in the Boston Globe is read by 85% of *all* readers — 34% more than the national average of comparable metropolitan dailies studied!

Cresmer & Woodward, Inc., New York, San Francisco, Los Angeles Scolaro Meeker & Scott, Chicago, Detroit

AUTOMOTIVE NEWS FAMILY ALBUM

TERRY, M. B., with American Brakeblok div. as president since June, 1953. Director of Dominion Brake Shoe Co. Ltd., Societe Anonyme Fadil, Paris, France. Born Brooklyn, Nov. 20, 1905. Entered automobile business in 1926 in New York City with Radiator Specialty Co. as sales rep.

THOMAS, DAVID O., with Bendix - Westinghouse Auto Air Brake Co. as president since 1942. Born Johnstown, Pa., Nov. 22, 1882. High school. Entered automobile business in 1909 at Sharon, Pa., with Driggs - Seabury Ordnance Corp. as shop clerk.

THOMAS, ROBERT M., with Perfect Circle as Sales Manager since November 1943. Born Pittsburgh, Pa., 1899. Cornell Univ. and Carnegie Inst. of Technology. Entered automobile business in 1932 in Hagerstown, Ind., with Perfect Circle as secy. and gen. mgr. of Perfect Circle Co., Ltd.

THOMPSON, IRVINE W., with Chevrolet Motor Div. as gen. parts and access. mgr. since 1947. Born Baltimore Md., May 29, 1899. One year college. Entered automobile business in 1919 in Baltimore, Md., with Chevrolet Motor Div. as mechanic.

THORESON, W. H., with Hudson Motors as export manager since 1950. Born in Norway June 23, 1900. General Motors Institute in Norway and New York University. Entered automobile business in 1919 in Norway with Buick Motor Div.

THOMAS, CECIL B., with Chrysler Corp. as pres. Export Div. since 1942. Elected vice-president and director, Chrysler Corp. in 1952. Born Gibsonburg, O., Oct. 12, 1894. Entered automobile business in 1917 in Jackson, Mich., with Briscoe Motor Co.

THOMAS, EDWIN J., with Goodyear Tire and Rubber Co., since 1916, pres. since 1940. Born Akron, O., April 27, 1899. Akron Univ.

THOMAS, ULYSSES L., with Engineering Div. of Chrysler Corp. since 1927 and as executive engr. Consulting Staff since December, 1955. Born Beardstown, Ill., Dec. 23, 1891. Entered automobile business in 1910 with Regal Motor Car Co. as draftsman.

THOMPSON, ROSS E., asst. sales mgr. of Pontiac Motor Div. since 1955. Born Ashland, Neb., July 15, 1908. Entered automobile business in 1930 with General Motors Corp.

THOURLBY, W. H., vice-president of sales of Standard Products Co. Born 1896. Entered automobile business in 1939 as Washington representative of Stand-Products Company.

TILLINGHAST, C. M., gen. parts and serv. mgr. of Nash Motors Div. of American Motors Corp., since 1955. Born Fayetteville, N. C. Sept. 14, 1914. Entered automobile business in 1934 as parts mgr. of M & O Chevrolet Co., Fayetteville, N. C.

TILT, CHARLES A. with Diamond T Motor Car Co. as chmn. of bd. since Jan., 1946. Born Chicago, Ill., June 28, 1877. Chicago Univ. and priv. schls. abroad. Entered automobile business in 1905 in Chicago, Ill., with Diamond T Motor Car Co. as founder.

TIMPY, JACK J., vice-pres. of American Motors Corp. since 1954. Born Ludington, Mich., Jan. 4, 1897. LaSalle Extension Univ. Joined Kelvinator Corp. in 1922 in accounting dept. Named comptroller in 1922.

TISCORNIA, JAMES W., with Auto Specialties Mfg. Co. as president and general mgr. since 1908. Born San Andraes, Calif., Nov. 15, 1885. Entered automobile business in 1908 at Chicago with Auto Specialties Mfg. Co. as co-founder.

TISCORNIA, WALDO V., with Auto Specialties Mfg. Co. as exec. vice-pres. and asst. gen. mgr. since 1917. Born San Andraes, Calif., March 25, 1892. Entered automobile business in 1917 at St. Joseph, Mich., with Auto Specialties Mfg. Co. as asst. gen. mgr.

TOBIN, P. E., gen. sales mgr. of White Motor Co. since 1955. Born Middletown, Ohio, 1903. Indiana Univ., B. A. degree. Entered automobile business in 1927 as wholesale salesman for Goodrich Tire & Rubber Co.

TODD, J. L., export sales manager of Nash Motors Div., American Motors Corp., since Nov. 1954. Born Chicago, Ill. Joined Nash in 1913 as traffic manager. Served with Nash export sales since 1920.

The Polk Market

picks new-car buyers out of the crowd

To meet today's fierce competition, automobile advertisers and their agencies recognize that mass advertising is not enough. Everybody is not a prime prospect for a new car, just as everybody is not a prime prospect for a truck, a tractor or a cabin cruiser.

Certainly, mass advertising is essential to create a receptive climate for new automobiles. But the complete automobile advertising program must cultivate, personally and intensively, those individuals who *can* buy . . . and who *do* buy regularly!

The Polk Market is the one medium that picks these regular new-car buyers out of the crowd and identifies them by name and address.

Then the automobile advertiser and his agency can direct personal, forceful mail advertisements to these identified new-car buyers, using The Polk Market exactly as they use other printed media.

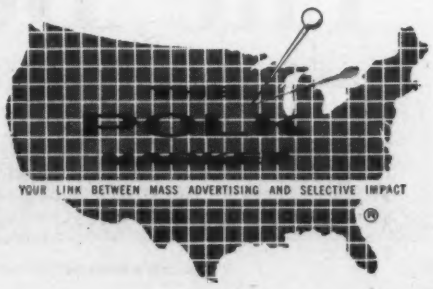
Automobile advertisers and their agencies who have used The Polk Market have been impressed by its ability to move people into action, to identify dealerships and to buttress an entire advertising program.

Continuing research and experience prove that advertisements mailed to potential buyers gain greater attention . . . win far higher readership than any other form of printed advertising . . . tell a much more complete sales story . . . and pay off in measurable sales results — *all at a surprisingly low cost per reader-prospect!*

R. L. Polk & Co. functions in mail advertising exactly as the publisher functions in other printed media. Standard gross rates and specifications have been established by R. L. Polk & Co. when acting as the complete publisher for specific types of mail advertising campaigns. These rates apply equally to advertisers and agencies and are fully commissionable to the agency.

We will be happy to show you how The Polk Market can help you make all your advertising dollars work more effectively. Let us hear from you.

R. L. POLK & CO. → 431 Howard Street Detroit 31, Mich.



AUTOMOTIVE NEWS FAMILY ALBUM

TOMLINSON, EMMETT F., with The B. F. Goodrich Co. as vice-pres. equipment sales, tire and equipment division since 1953. Born Newark, O., March 14, 1906. Ohio State Univ. Entered automobile business in 1927 at Akron with The B. F. Goodrich Co. as salesman.

TROUT, CHARLES W., with Oneida Products Corp. as vice-pres. and dir. of sales since 1943. Born White Oak, Pa., Oct. 16, 1900. Syracuse Univ., B. S. degree. Entered automobile business in 1943 at Canastota, N. Y., with Oneida Ltd., School Bus Sales Div., as dir. of sales.

TYNAN, THOMAS G., sales mgr. of Exide Automotive Div., The Electric Storage Battery Co. Born New York, N. Y. Feb. 8, 1897. Cooper Union, E. E. degree. Entered automobile business in 1920 at New York with The Electric Storage Battery Co.

ULMER, TED, vice-pres. in charge of sales and advertising of The AP Parts Corp. since 1954. Born Toledo, O., Sept. 24, 1915. Univ. of Toledo, BBA degree. Entered automobile business in 1937 at Toledo as a salesman.

URBAN, FRANK M., with United States Rubber Co. as sales mgr., automotive sales, Mechanical Goods Div. Born Chicago, Ill., Dec. 9, 1902. Northwestern Univ. Entered automobile business in 1929 at Chicago with U. S. Rubber as salesman.

TOMLINSON, W. L., with Pittsburgh Plate Glass Co. as manager automotive glass sales since 1949. Born Oakmont Pennsylvania, Sept. 17, 1907. Carnegie Institute of Technology. Entered automobile business in 1928 with Pittsburgh Plate Glass Company.

TWELLS, ROBERT, vice-president, Spark Plug Div. of the Electric Auto-Lite Co., since 1948. Born Independence, O. Univ. of Illinois, B.S. in ceramic engineering. Entered automobile business in 1921; joined Auto-Lite in 1935 to manage spark plug plant in Fostoria, O.

ULLMAN, WILLIAM, with Automotive News as Washington editor since 1933. Born St. Joseph, Mo., Oct. 30, 1882. Portland, Ore., Univ. Entered automobile business in 1912 at Washington, D.C., with The Washington Herald as automobile editor.

UMSTATTD, WILLIAM E., pres. of Timken Roller Bearing Co. since 1934. Born Bristol, Tenn., 1894. Entered automobile business in 1919 at Canton with the Timken Roller Bearing Co.

UTLEY, ROY W., with DeSoto Div. of Chrysler Corp. as dir. of service since 1944. Born Raleigh, N. C., 1894. High school. Entered automobile business in 1914 in North Carolina with C. A. Payne as mech.

TOMPKINS, S. J., chief engr.—truck operations of Dodge Div., Chrysler Corp., since Dec., 1955. Born Ravena, N. Y., Oct. 23, 1914. Entered automobile business in 1937 as student engr. for Chrysler Corp.

TOOKER, JOHN C., with Reo Motors, Inc., as president since Jan., 1955. Born in Detroit, Mich., July 8, 1906. Mich. St. Coll. Entered automobile business in 1924 at Lansing, Mich., with Reo Motors, Inc., in factory.

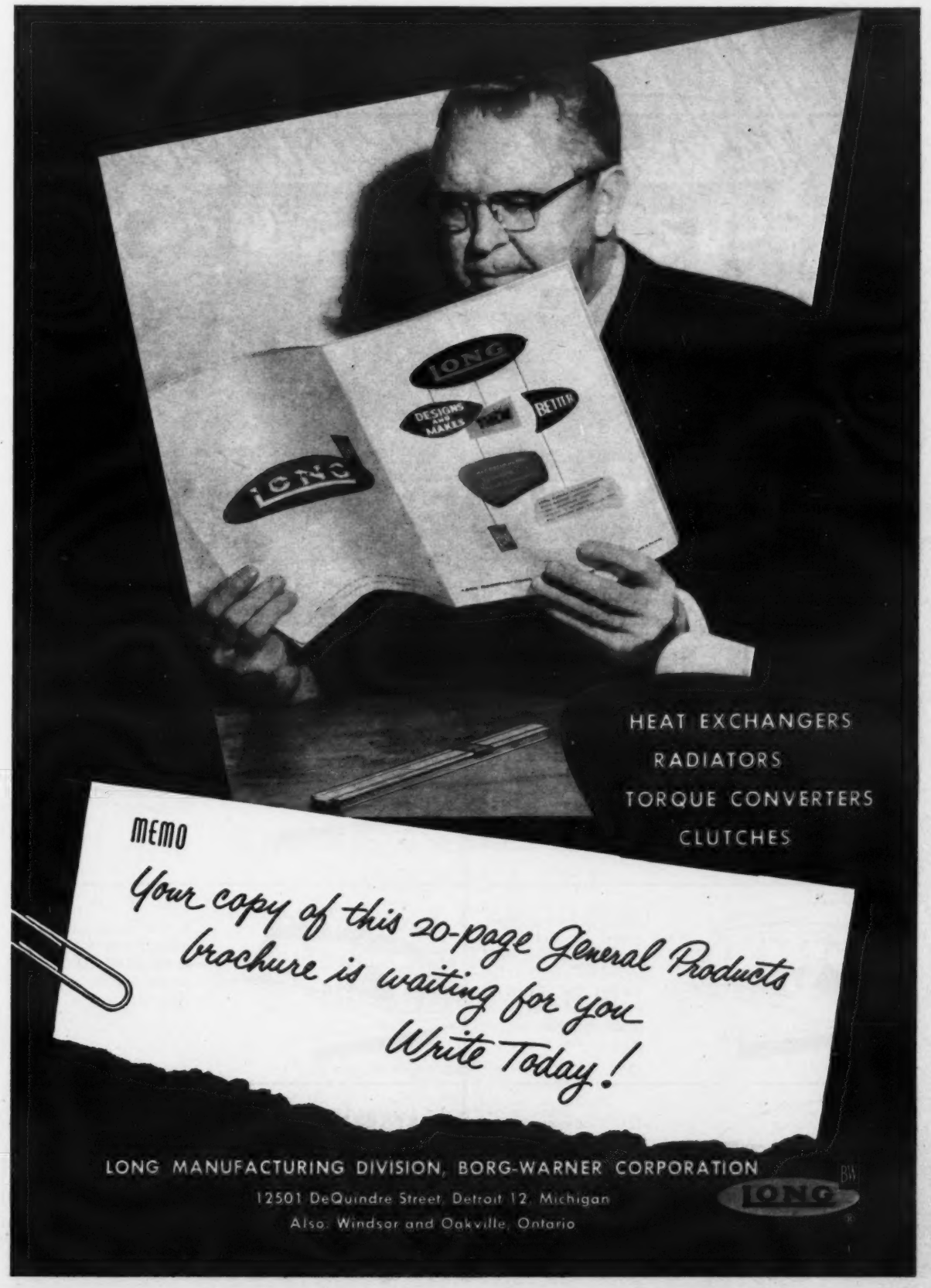
TRACY, A. E. Eastern Div. sales manager of Nash Motors Div. of American Motors Corp., since 1956. Born Natick, Mass. June 25, 1913. Bryant - Stratton Business College, Boston. Entered automobile industry in 1931 as retail car salesman.

TRAINER, J. E., with The Firestone Tire & Rubber Company as Executive vice-president since Jan., 1954. Born in New York City September 16, 1895. Graduated from Pratt Institute, Electrical Engineering. Entered rubber business in 1939 at Akron, Ohio, with The Firestone Tire & Rubber Company.

TRESE, R. H., with Timken-Detroit Axle Div. since 1918 and as vice-pres. since 1940. Born 1897. Entered automobile business in 1916 at Jackson, Mich., with Jackson Automobile Co. in sales and adv. dept.

TRIANTAFILLU, HARRY, D., H. D. T. Company Factors, Inc., pres. since 1948 (owner since 1927). Born in Greece, Feb. 10, 1895. Theological college. Entered automobile business in 1927 at White Plains, N. Y. with own company to mfr. Blue Coral.

TROENDLY, HARRY P., with Spring Div. Borg-Warner Corp., Bellwood, Ill., as pres. and gen. mgr. since 1953. Born McCook, Neb., Sept. 21, 1897. Univ. of Neb., B.S. of M.E. Entered automobile business in 1923 at Chicago, Ill., with William D. Gibson Co. as research engr.



AUTOMOTIVE NEWS FAMILY ALBUM

VALPEY, F. RUSS, with Standard Products Co. as senior vice-pres. since 1942. Born in Detroit, 1889. High school. Entered automobile business in 1914 at New York with Willys-Overland Co. as factory rep.

VAN COTT, CLARENCE E., adv. and sales prom. mgr. of Reo Motors, Inc., since 1955. Born Saskatchewan, Canada, Oct. 9, 1921. Mich. State Univ. Entered automobile business in 1947 at Lansing in personnel dept. of Reo Motors, Inc.

VAN TASSEL, JOHN B., with Automotive News as Dealer Business columnist since 1946. Born in Niagara Falls, N. Y. Entered automobile business in 1926 at Detroit with Packard Motor Car Co. as field analyst.

VEALE, GEORGE W., with Eaton Mfg. Co. as vice-pres. and gen. mgr. since 1940. Born Topeka, Kans., Jan. 9, 1887. High school, Emerson Inst. Entered automobile business in 1914 at Detroit, Mich., with Timken Detroit Axle Co. as asst. to factory mgr.

WADE, AUGUSTUS S., gen. sales mgr. of the Original Equip. Div. (Fort Wayne) of The Weatherhead Co. since 1955. Born Cleveland, Ohio, 1904. LaFayette College. Entered automobile business in 1929 at Cleveland in the production dept. of The Weatherhead Co.

VAN BENSCHOTEN, JOHN, with John Van Benschoten, Inc., as pres. since 1900. Born Lagrangeville in 1870. Eastman Coll. Entered automobile business in 1900 at Poughkeepsie, N. Y. with John Van Benschoten, Inc.

vanderZee, ABRAM, with Chrysler Corp. as vice-pres. since 1938. Born Jersey City, N. J., Aug. 18, 1893. Business Adm. Entered automobile business in 1914 in New York with Chevrolet Motor Co. as retail automobile salesman.

VAUGHAN, HAROLD G., with Muskegon Piston Ring Co. as pres. since Aug., 1953, vice-pres. since 1927. Born in Michigan, 1900. High school. Entered automobile business in 1920 at Muskegon with Sealed Power Corp. as tool and die maker.

VILA, GEORGE R., asst. gen. mgr. of Naugatuck Chemical Div., U. S. Rubber Co. since 1953. Born Philadelphia, Pa., 1909. Wesleyan Univ., Mass. Inst. of Tech., M.S. degree. Entered automobile business in 1933 at Cambridge as prod. and development engr. of Boston Woven Hose & Rubber Co.

WAGSTAFF, JAMES B., with DeSoto Div. of Chrysler Corp. as vice-pres. in chge. of sales since 1946. Born Ethridge, Tenn., June 4, 1896. Georgetown Univ. Law Sch., LL.B. degree. Entered automobile business in 1915 at Washington, D. C., with Harper - Overland Co. as parts clerk.

WALKER, GEORGE W., vice-pres. and director of styling, Ford Motor Co., since May, 1955. Born Chicago, Ill., May 22, 1896. Sch. of Art; Otis Inst. of Los Angeles; John Huntington Poly. sch. Entered automobile business in 1929 at Detroit, Mich., as industrial designer.

WALKER, GORDON L., mgr. of indus. rel. of Mercury Div., Ford Motor Co., since 1954. Born Burgaw, N. C., Oct. 1, 1913. Entered automobile business in 1945 at Dearborn, Mich., with Ford Motor Co. as mgr. of planning and analysis dept. of ind. rel. staff.

WALKER, THEODORE F., with Kent - Moore Organization, Inc., as exec. vice - pres. since 1955. Born Bloomfield, Ind., Oct. 14, 1911. High sch. Purdue Univ., B.S., M.E. Entered automobile business in 1933 in Flint with Buick as tool designer.

WALL, SAMUEL J., gen. sales mgr. of Mo-Par Parts Div., Chrysler Corp., since 1954. Born Chelsea, Mass., Dec. 14, 1907. Entered automobile business in 1934 at Boston as correspondent for Chrysler Corp. Motor Parts Div.

WALLACE, ROBERT C., with Diamond T Motor Car Co. as chief engr. since 1955. Born Chicago, Ill., June 8, 1903. Lake Forest Acad. and Mass. Inst. of Tech. Entered automobile business in 1927 at Indianapolis, Ind., with Stutz Motor Car Co. in serv. dept.

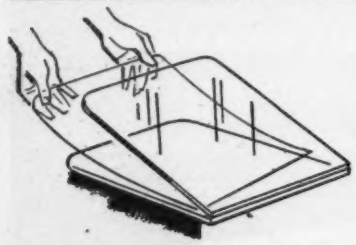
WALWORTH, WM. M., with Reo Motors, Inc., as vice-pres. in chge. engrg. since 1948. Born Lawrence, Mass., Mar. 19, 1904. Mass. Inst. of Tech., B.E. Entered automobile business in 1927 at Lansing, Mich., with Reo Motor Car Co. as lab. engr.

WARD, EARL G., dir. of purchasing, Ford Motor Co. since Jan., 1956. Born Arlington, Ill. Entered automobile business in 1948 at Dearborn, Mich., with Ford Div.

What's next for you from **L·O·F?**

Cadillac Eldorado Brougham

Out and around and up and over this windshield curves—to let one see as he never has before. It's the latest version of the great panoramic windshield. L·O·F was the first to produce a panoramic windshield—just one of the many contributions we have made to the automotive industry. The record is rather remarkable, as you can see below (and we plan to keep the list growing):



L·O·F was one of the pioneers in the manufacture of *SAFETY GLASS.*

L·O·F developed E-Z-EYE, the tinted glare-reducing safety glass with the shaded windshield.

L·O·F actively participated in and contributed to the development of *HI-TEST,* the superior polyvinyl butyral plastic bond for safety glass.

L·O·F developed the great PANORAMIC WINDSHIELD that set the style for almost every new car.

L·O·F pioneered production of the one-piece CURVED WINDSHIELD and the compound-curved back window.

LIBBEY·OWENS·FORD

L O F GLASS

SAFETY L O F PLATE

a Great Name in Glass

AUTOMOTIVE NEWS FAMILY ALBUM

WARNER, JOHN A. C., with Society of Automotive Engineers, Inc., as secy. and gen. mgr. since 1930. Born Putnam, Conn., July 12, 1893. Worcester Polytechnic Inst., B.S. and Hon. Dr. Engr. in Mech. Sigma Xi Tau Beta Pi. Entered automobile industry in 1917 with U. S. Bureau of Standards as lab. research asst.

WECKLER, HERMAN L., with Clevite Corp. as vice-pres. since 1953, and dir. since 1954. Born Pittsburgh, Pa. Aug. 31, 1888. Univ. of Pittsburgh, Carnegie Tech. Entered automobile business in 1912 with Buick Motor Car Co. Vice-pres. and gen. mgr., Chrysler Corp., 1940-1953.

WEED, JACK C., with Automotive News as truck and service editor since 1933. Born in Detroit, March 25, 1891. Pratt Inst. Entered automobile business in 1909 at Pontiac, Mich., with Oakland Motor Car Co. as tester.

WELLOCK, E. S., since 1949 mgr. of Chevrolet mfg. plants. Born Harbor Beach, Mich., 1898. Graduated mech. engr. Univ. of Mich., 1920. Joined Chevrolet 1923 as draftsman in standards dept., central office staff.

WELTY, MALCOLM W., mgr. of ind. rel. of Ford Div. since 1950. Born Wamego, Kans. Univ. of Kans., B.A. degree. Entered automobile business with Phillips Petroleum Co.

WARREN, KENNETH W., with Federal Mogul Div. Federal-Mogul-Bower Bearings, Inc. Born Newark, N. J., June 13, 1902. Stevens Inst. of Tech., M.E. Entered automobile business in 1926 at Detroit, Mich., with Continental Motors Corp. as engr.

WEED, FREDERICK G., with Rinshed-Mason Co. as pres. since May, 1946. Born in Norwalk, Conn., Mar. 4, 1896. Valparaiso Univ., B.S. Entered automobile business in 1920 at Detroit, Mich., with Dodge Bros. as chemist.

WEEMHOFF, JAY, with Collins & Aikman Corp. as gen. sales mgr. Born Grand Rapids, Mich., Feb. 17, 1896. High school and bus. college. Entered automobile business in 1919 at Detroit with Fisher Body Corp. in pur. dept.

WELLS, EDWARD H., vice-pres. sales corp. and merch. mgr., Packings and Friction Materials Div. of Johns-Manville Corp. since 1955. Born Worcester, Mass., 1904. M.I.T., M.E. degree. Entered automobile business in 1928 with Johns-Manville Corp.

WEMHOFF, BERNARD J. (Pete), with Automotive News as editor since 1944; gen. mgr. since 1955. Born Decatur, Ind., Dec. 31, 1910. Univ. of Detroit, B.S. Entered automobile business at Detroit with Automotive News in 1936 as reporter.

WATERFALL, THORNTON E., with MoPar Parts Div., Chrysler Corp. as pres. since 1954. Born Detroit, March 2, 1904. Univ. of Mich., B.A. degree. Entered automobile business in 1926 at Springfield, O., as pres. of own (Dodge) dealership.

WATSON, CHARLES A., gen. sales mgr. of Willys Motors, Inc. Born New Haven, Conn. Duke Univ. Entered automobile business in 1940 with Hudson Motor Car Co.

WATSON, JAMES W., asst. sales mgr. of Hudson Div., American Motors Corp., since March, 1956. Born Marietta, O. Wharton Sch. of Univ. of Pa. Entered automobile business in Mich. and Ind. with Franklin Automobile Co. as serv. rep.

WEATHERHEAD, ALBERT J., JR., with The Weatherhead Co. as pres. Born Cleveland, O., June 21, 1892. Harvard Univ. Founded The Weatherhead Co. in 1919.

WEAVER, IRA A., pres. of Weaver Mfg. Co. since 1910. Born Rising Sun, Iowa. Entered automobile business in 1911 at Springfield, Ill., in present capacity.

WEBB, FRANK, Frank Webb Associates. Born Ypsilanti, Mich., Univ. of Mich., A.B. Entered automobile business in Kalamazoo, Mich., as adv. mgr., Roamer Motor Car Co.

WEBBER, RICHARD L., business mgr. of Automotive News since 1955. Born Detroit, Mich., Dec. 15, 1922. Entered automobile business in 1945 at Detroit as adv. salesman for Automotive News.

First in Cincinnati's Evening Field . . .

Media Records reports for the year, 1955, show the TIMES-STAR leads the Post in the following Automotive classifications . . .

AVIATION
GARAGES & SERVICE STATIONS
GASOLINES & OILS
PASSENGER CARS (NEW)
TRUCKS & TRACTORS
AUTOMOTIVE—TOTAL

You reach more people who buy more when you advertise in the . . .

CINCINNATI TIMES-STAR

AUTOMOTIVE NEWS FAMILY ALBUM

WERNER, CALVIN J., gen. mgr. of Moraine Products Div., General Motors Corp., since Jan., 1955. Born Dayton, O., Aug. 27, 1907. Univ. of Cinn., E.E. degree. Entered automobile business in 1923 at Dayton as apprentice at Dayton Engineering Laboratories Co.

WETTLAUFER, HERBERT J., with Wettlaufer Engrg. Corp. as admin. vice-pres. since 1953. Born Saginaw, Mich., Mar. 21, 1904. Univ. of Mich. Entered automobile business in 1953 at Detroit with Wettlaufer Engrg. Corp. as vice-pres.

WHEATLEY, JAMES A., JR., with Grey-Rock Div. Raybestos-Manhattan, Inc. as sales mgr. repl. products since 1948. Born Baltimore, Md., Sept. 21, 1892. Entered automobile business in 1919 at Philadelphia with Thermoid Rubber Co. as salesman.

WHITE, H. KIRK, vice-pres. and director of Mitchell-Bentley Corp. Born Owosso, Mich., March 19, 1893. Univ. of Mich. Entered automobile business in 1950 with Ionia Mfg. Co. as vice-pres. and director.

WHITNEY, MAURICE P., with Eclipse Mach. Div. Bendix Aviation Corp. as gen. mgr. since Dec. 1, 1945. Born Seneca Castle, N. Y., Feb. 22, 1896. Syracuse Univ., Coll. of Applied Sci., M.E. degree. Entered automobile business in 1919 at Elmira, N. Y., with Eclipse Mach. Co. as engineer.

WETTLAUFER, ELMER G., with Wettlaufer Engineering Corp. as pres. since 1942. Born Saginaw, Mich., July 8, 1902. Entered automobile business in 1919 with Cadillac Motor Car Co.

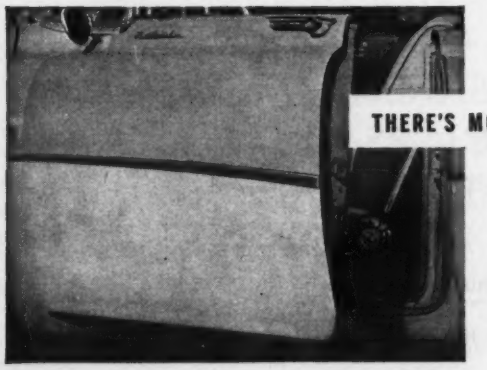
WEYBURNE, FREDERIC C., with Marshall Eclipse Div., Bendix Aviation Corp. as gen. mgr. since 1943. Born Chicago, Ill., on May 20, 1902. Dartmouth College. Entered automobile business in 1926 at South Bend, Ind., with Bendix Brake Co. as mechanic.

WHEATON, FLOYD L., with Bendix-Westinghouse Automotive Air Brake Co. as gen. sales mgr. since 1952. Born Greenville, Pa., on Dec. 13, 1894. High school. Entered automobile business in 1916 with Scripps-Booth Corp.

WHITMER, ARTHUR D., gen. mfg. mgr., Studebaker Div., Studebaker-Packard Corp. Born South Bend, Ind., Oct. 6, 1900. Entered automobile business in 1919 with Studebaker.

WIELAND, ARTHUR J., with Ford Motor Co. as vice-pres. (since 1951) and as gen. mgr. Ford Int'l since 1949. Born Sandusky, O., 1895. Entered automobile business in 1925 overseas, with General Motors.

Florida Sunshine by La Coquille Tangerine Afternoon Dress by Lanvin-Castillo 4-Door Riviera by Buick



THERE'S MORE BEHIND THE DOOR OF A BUICK

That plus is the wealth of extra style, comfort and safety represented by this famous Fisher Body emblem. It symbolizes all that generations of experience in designing and engineering, coupled with the most advanced tools and techniques, can produce in gracious line and color, rugged safety and such dramatic new style successes as this dashing four-door hardtop.

Body by Fisher

found only on General Motors Cars

CHEVROLET · PONTIAC · OLDSMOBILE · BUICK · CADILLAC

WIESMYER, MAX L., with Ford Division, Ford Motor Company, as general manufacturing manager since 1949. Born Whitmore Lake, Michigan. Entered automobile business at the age of 19 with Ford Motor Company as machine hand.

WILES, IVAN L., exec. vice-pres. of General Motors Corp., in charge of dealer relations since March, 1956. Born Goodland, Ind., June 13, 1898. Wabash College, A. B. degree. Entered automobile business in 1928 at Pontiac, Mich., with Oakland Motor Car Co. as accountant. Joined Buick in 1932, gen. mgr., 1948-1956.

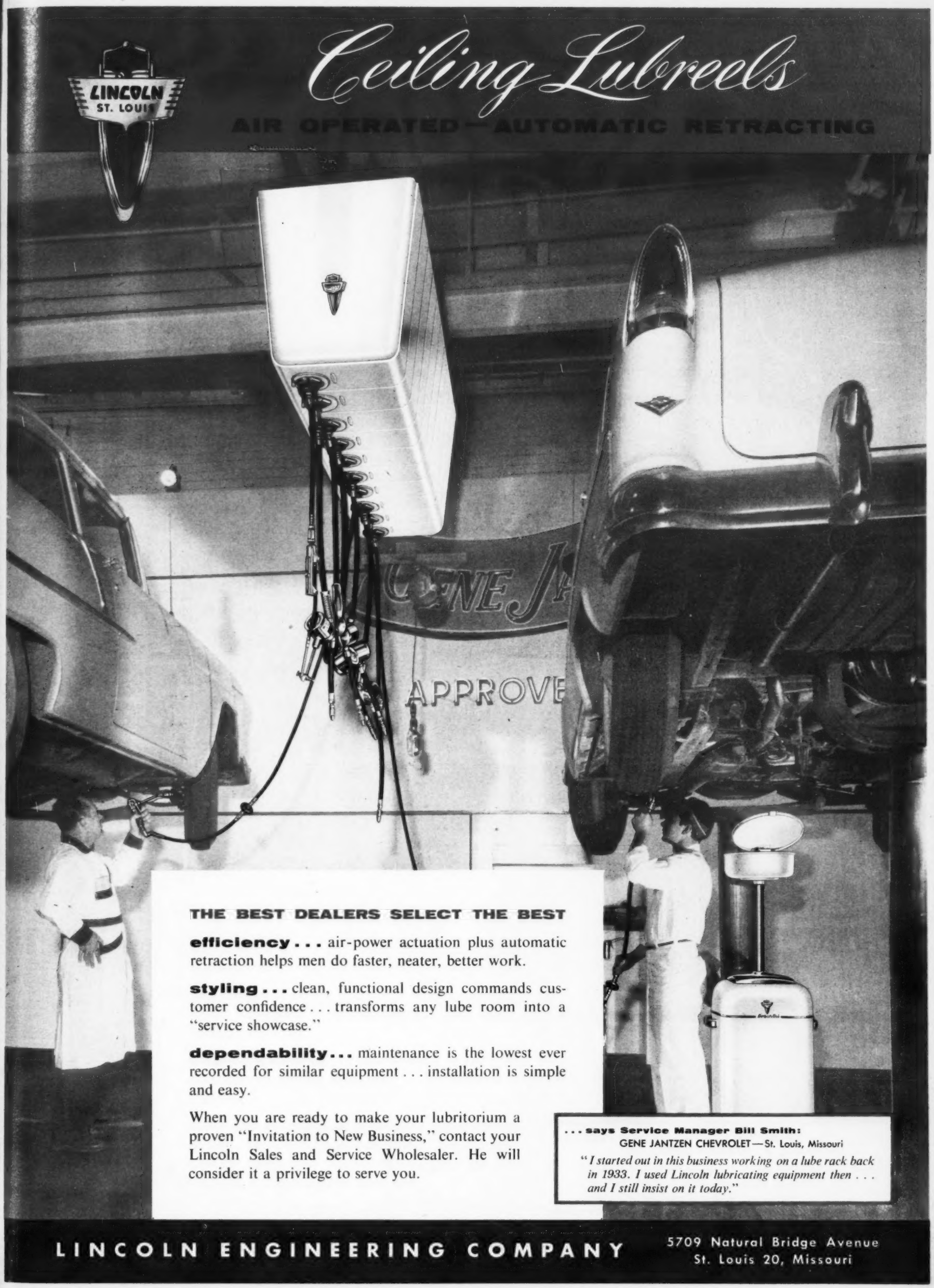
WILKS, RUSSELL, dir. of pub. rel. of U. S. Rubber Co. since 1947. Born Orlinda, Tenn., Oct. 31, 1901. Vanderbilt Univ. Entered automobile business in 1929 at Detroit with Campbell-Ewald Co.

WILLIAMS, FRED E., with Zenith Carburetor Div., Bendix Aviation Corp. as gen. sales mgr. since 1945. Born Bedford, O., in 1902. High school and ext. courses. Entered automobile business in 1917 at Detroit, Mich., with Zenith Carburetor Co. as blueprint boy.

WILLIAMS, HARRY A., with Automobile Mfrs. Assn. as manager of public relations dept. since April, 1952. Born in Cincinnati, Sept. 2, 1918. Wayne University. Entered automobile business with Automotive News in 1937.

WILLIAMS, ROBERT J., with Cadillac Products, Inc., as prod. engr. since 1951. Born in Detroit Dec. 14, 1926. Notre Dame Univ., B.S. Entered automobile business in 1948 at Detroit with Cadillac Products, Inc.

WILLIAMS, SELDEN, T., pres. A. Schrader's Son, Inc. Vice-pres., Scovill Mfg. Co. and gen. mgr. of Schrader Div. since 1948. Born Canton, N. Y., Feb. 7, 1892. St. Lawrence U., B.S., M.S.; Worcester Polytechnic Inst., B.S. in M.E. Entered automobile business in 1906 at Canton, N. Y., with Cook's Island Garage as mechanic's helper.



THE BEST DEALERS SELECT THE BEST

efficiency . . . air-power actuation plus automatic retraction helps men do faster, neater, better work.

styling . . . clean, functional design commands customer confidence . . . transforms any lube room into a "service showcase."

dependability . . . maintenance is the lowest ever recorded for similar equipment . . . installation is simple and easy.

When you are ready to make your lubritorium a proven "Invitation to New Business," contact your Lincoln Sales and Service Wholesaler. He will consider it a privilege to serve you.

. . . says Service Manager Bill Smith:
GENE JANTZEN CHEVROLET—St. Louis, Missouri

"I started out in this business working on a lube rack back in 1933. I used Lincoln lubricating equipment then . . . and I still insist on it today."

LINCOLN ENGINEERING COMPANY

5709 Natural Bridge Avenue
St. Louis 20, Missouri

AUTOMOTIVE NEWS FAMILY ALBUM

WILLIAMS, WALKER A., appointed vice-pres. sales and adv., Ford Motor Co., Sept. 22, 1950. Born Wellington, Mo., June 8, 1901. Illinois Univ. Entered automobile business in 1925 at Kansas City with Ford Motor Co. as timekeeper.

WILSON, GLENN D., with Buick Motor Div. as dir. of merch. Born Akron, Mich., Jan. 27, 1909. Grad. of Albion Coll. Entered automobile business as a retail salesman at Owosso, Mich., in 1936. Has held positions of retail store mgr. and zone mgr. with Buick Motor Div.

WILSON, RAY B., sales mgr. of the dynamometer steam cleaner and chemical prod. div. of Clayton Mfg. Co. since Feb. 1955. Born Kansas City, Mo., 1897. Entered automobile business in 1916 at Kansas City with Greenlease Motor Car Co. as demonstrator.

WINDSOR, E. W., with Sherwin-Williams Co. as gen. mgr. auto sales since 1925. Born Kenosha, Wis., 1896. Univ. Wis. Entered automobile business in 1920 at Cleveland with United Automotive Body as sales correspondent.

WINES, JAMES P., with Fisher Body Div., GM Corp. as gen. dir. pub. rel. and adv., since 1953. Born St. Louis, Mo., Dec. 13. Chicago pub. schools, Univ. of Chicago. Entered automobile business in 1934 at Detroit with Kudner Agency, Inc., as publicity man.

WILSON, ALLAN F., adv. and sales prom. mgr. of Continental Div., Ford Motor Co., since 1955. Born Detroit, Mich. Wayne Univ. Entered automobile business in 1946 with Ford Motor Co.

WILSON, MURRAY D., secy.-treas. of O. L. Anderson Co., Inc. since 1920. Born Springfield, Ont., May 7, 1896. Entered automobile business in 1920 at Detroit as secy.-treas. of O. L. Anderson Co., Inc.

WILSON, STEVEN B., with Fram Corp. as pres. 1929-1942, 1944-1954; chmn. of bd. since 1942. Born Washington, D. C., Dec. 12, 1890. Univ. of Mich., George Washington Univ. Entered automobile business in 1920 at Detroit with McCord Radiator Co. as asst. sales mgr.

WINE, LYMAN A., vice-pres. Electric Auto-Lite Co. since 1951; dir. Canadian Motor Lamp, Ltd. Born Marion, Ind., July 30, 1895. Grad. Ohio State Univ. Sch. Aeronautics. Entered automobile business in 1919 as salesman for C. M. Hall Lamp Co.

WINGERTER, ROBERT G., gen. mgr. of automotive div. of Timken Roller Bearing Co. since 1955. Born Detroit, Mich., Oct. 5, 1916. Wayne Univ., B.S.M.E. degree. Entered automobile business in 1938 at Canton as engrg. trainee with Timken Roller Bearing Co.

WINKLER, ALBERT H., with Eclipse Machine Div. as chief engr. of Stromberg Carb. div. since Jan. 1, 1948. Born Chicago, Ill., Nov. 7, 1908. Armour Inst. of Tech., B.S. in M.E., M.E. professional degree. Entered automobile business in 1930 at South Bend, Ind., with Bendix-Stromberg Carburetor Co. as jr. engr.

WINTHER, MARTIN P., with Eaton Mfg. Co. as vice-pres., dir. of engrg. since 1948. Born Denmark, Nov. 4, 1888. Entered automobile business in 1911 at Kenosha, Wis., with Thomas B. Jeffrey Co., as apprentice.

WOLF, JOHN E., pres. of The John E. Wolf Co., Oklahoma City, Okla. Born Oshkosh, Wis., 1904. Continuously in direct mail industry since 1919, and specializing in automotive serv. development since 1930.

WOLFRAM, JACK F., vice-pres. of GM and gen. mgr. Oldsmobile Div. Born Pittsburgh, Dec. 18, 1899. Grade. high sch. Entered automobile business in 1921 at Cleveland, O., with Chandler Motor Car Co. as draftsman. Joined Oldsmobile in 1928. Became chief engr. in 1944 and gen. mgr. in 1951.

WOLFSON, HOWARD E., chmn. of the bd., Maremont Automotive Products, Inc. since March, 1953. Born Chicago, Ill., Dec. 5, 1898. Northwestern Univ., Greer Coll. of Automotive Engr. Entered automobile business in 1920 at Chicago as salesman for Maremont Automotive Products, Inc.

WOOD, W. A., with Aetna Ball and Roller Bearing Co., Div. of Parkersburg-Aetna Corp. as pres. Born Chicago, Ill., Dec. 31, 1897. Iowa State Coll. Entered automobile business in 1922 in Chicago, Ill., with Aetna Ball and Roller Bearing Co.

WOODALL, HERBERT J., with Woodall Industries, Inc., as pres. since 1919. Born Detroit, 1893. Detroit Univ. Sch. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co. as factory messenger.

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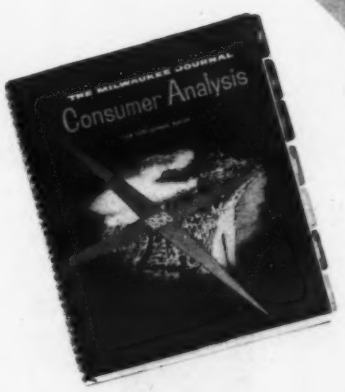

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AUTOMOTIVE NEWS FAMILY ALBUM

WOODHOUSE, RICHARD C., with GMC Truck & Coach Div. as gen. sales mgr., Truck Div., since July 15, 1952. Born Traverse City, Mich., Aug. 18, 1904. Alma Coll., Univ. of Mich. Entered automobile business in 1924 with Cadillac Motor Div. of GM in sales dept. With GMC Truck & Coach Div. since 1930.

WORTHINGTON, JOHN A., with Koppers Co., Inc., as manager of piston ring and seal department. Born Annapolis, Md., July 5, 1897.

WRIGHT, JOHN DAVID, with Thompson Products, Inc., since 1933, as pres. since Apr. 1, 1953. Born Pittsburgh, Pa., June 25, 1905. Western Reserve Univ., B.A.; WRU Sch. of Law, LL.D.; Cleveland Coll.

YALE, FRANK W., with Plymouth Div., Chrysler Corp. as asst. sales mgr. since Oct., 1955. Joined Plymouth in 1941 in sales capacity. Born Atchison, Kansas, December 22, 1894. Graduate of Univ. of Missouri. Entered auto industry with Chrysler Corp. in 1936 as a service rep.

YOST, ROBERT O., with Moraine Products Division, General Motors Corporation, as general sales manager since 1936. Born Dayton, Ohio, September 22, 1902. Ohio State University, B.M.E. degree. Entered automobile business in 1926 at Dayton with Dayton Engineering Lab. Co.

WOODMAN, JAMES M. JR., asst. gen. sales mgr. in chg. of adv., sales prom. and training of Lincoln Div., Ford Motor Co., since 1955. Born Elgin, Ill., Dec. 27, 1904. Lake Forest Univ., B.A. degree. Entered automobile business in 1926 with Roche, Williams, and Cleary, Inc.

WRIGHT, ELLIS J., with Miller Mfg. Co. as sales mgr. since 1938. Born Forest, Ont., Can., Dec. 16, 1909. Technical night coll., Wayne Univ., Detroit. Entered automobile business in 1926 at Detroit with Miller Tool & Mfg. Co. as tool design draftsman.

WUNDERLICH, FREDERICK A., gen. operating mgr. for mfg. of Chrysler Div., Chrysler Corp. since 1955. Entered automobile business with Maxwell-Chalmers Company.

YARNALL, FRANK H., past pres., of National Automobile Dealers Assn. Pres. of Yarnall Chevrolet, Inc., Chicago. Born Chicago, Ill., 1900. Entered automobile business in 1918 at Chicago with Holmes Motor Co.

YOUNG, FRED M., with Young Radiator Co., Racine, Wis., as pres. and gen. mgr. since 1927. Born Muskegon, Mich., April 29, 1894. Grade school and special courses. Entered automobile business in 1913 at Muskegon, Mich., with Wright Cooler & Hood Mfg. Co. as apprentice.

WOOLSON, L. IRVING, pres. of DeSoto Div. since 1952, and vice-pres. of Chrysler Corp. since 1953. Born New York City, June 27, 1904. Cornell Univ., M.E., 1926. Entered automobile business with Maxwell Motor Co. in 1924 as an assembler.

WRIGHT, JAMES O., asst. gen. mgr. of Ford Div. since Jan., 1956. Born Norfolk, Va. N.C. State College, George Washington Univ. Law School. Entered automobile business in 1946 with Ford Motor Co.

WYLIE, FRANK W., public relations mgr. of Dodge Div., Chrysler Corp., since May, 1955. Born New York, New York, July 3, 1924. Entered automobile business in 1948 in charge of exhibits, Central Engrg. Div., Chrysler Corp.

YNTEMA, THEODORE O., with Ford Motor Co. as vice-pres., finance since March 24, 1949. Born in Holland, Mich., April 8, 1900. Hope Coll., Harvard, Univ. of Ill., Univ. of Chicago. C.P.A. in Ill. Entered automobile business as consultant to Ford in 1947.

YOUNG, ROBERT J., owner of Automotive Enterprises since 1955. Born Park River, N. D., April 28, 1899. Univ. of Minn. Entered automobile business in 1925 at Fargo as office mgr. of Eby Motor Co.

ZEDER, JAMES C., with Chrysler Corp. as vice-pres. and dir. since 1951. Pres. Chrysler Inst. of Engineering. Born Bay City, Mich., Apr. 17, 1900. Univ. of Mich., B.S., M.E.; Univ. of Dayton, Doctor of Engrg. Entered automobile business in 1922 at Detroit with Maxwell Motors.

ZELLER, THEODORE J., vice-pres. of operations of Mack Trucks, Inc. since 1954. Born North Plainfield, New Jersey, March 19, 1902. Rutgers Univ., M.E. degree. Entered automobile business in 1936 at Plainfield as asst. mgr. of lab. at Mack Trucks, Inc.

ZICK, LEONARD O., pres., treas., and gen. mgr. of Allen Electric and Equipment Co. since May, 1954. Chmn. of the bd. of dirs. of C. M. Hall Lamp Co. Born St. Joseph, Mich., Jan. 16, 1905. Entered automobile business in 1948 at C. M. Hall Lamp Co.

ZIESMER, GEORGE F., past pres., National Automobile Dealers Assn., 1949. Born at Marshall, Minn., July 15, 1895. Macalester Coll., St. Paul, Minn. Ford Dealer since 1924, Mankato, Minn., since 1933.

ZONSIUS, KENNETH C., with Goodyear Tire & Rubber Co. as dir. of adv. since Jan. 1, 1952. Born Chicago, Ill., July 11, 1894. Attended Northwestern Univ. Entered automobile business 1917 at Chicago with Goodyear org. as clerk.

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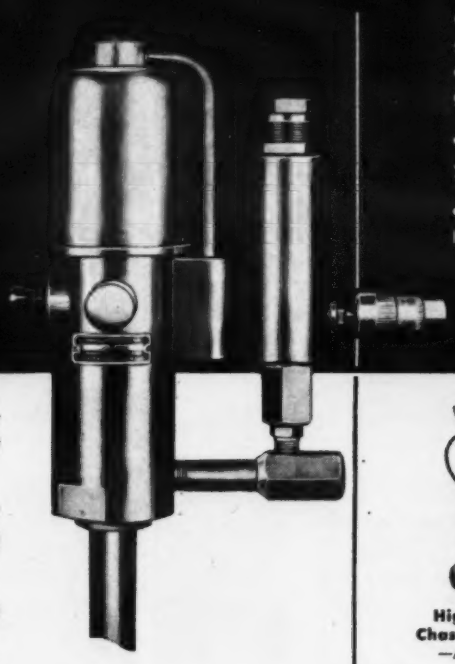

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LITTLE, WILLIAM C., 246 Madison Ave., Detroit 26, Woodward 3-3900, Woodward 5-7341. **Banner Die Tool and Stamping Co. of Columbus, Ohio.**

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COE, PHILIP K., 6500 Mt. Elliott, Detroit. Walnut 1-7900. Asst. to vice-pres. in charge of Detroit Mfrs'. Sales office of **The Goodyear Tire & Rubber Co., Inc.**

FARRELL, FRANK E., 8-204 General Motors Building, Detroit 2, Trinity 5-5000. Director of automotive sales, **Bendix Products Div., Bendix Aviation Corp.**

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MULCAHY, JOHN J., 5919 Cass Ave., Detroit 2, Mich., Trinity 2-6320. **The General Tire & Rubber Co.**

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WINGERTER, ROBERT G., 3107 West Grand Blvd., Detroit 2, Trinity 5-1380. Gen. mgr., **Automotive Div., Timken Roller Bearing Co.**

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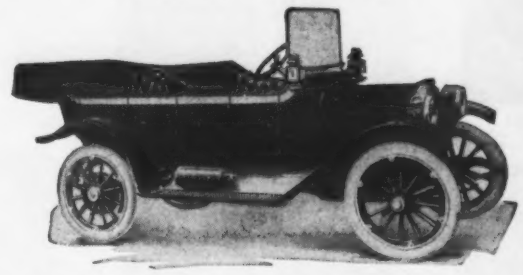

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FIELD, ROBERT E., Time magazine, Time, Inc., 1900 Fisher Bldg., Detroit 2, Mich.

HEPLER, CHARLES D., 527 Fisher Bldg., Detroit 2, Mich. Detroit Manager, Advertising Sales Staff, Reader's Digest.

LYONS, GEORGE U., 902 Fisher Bldg., Detroit 2, Mich. Detroit mgr., C. B. S. Television Film Sales, Inc.

ANDERSON, ROBERT A., 1156 Portsmouth Rd., Rochester, Mich. Sports Afield Magazine.

CHARNEY, EDWIN, mgr. The Branham Co., 6-235 General Motors Bldg., Detroit 2, Mich. Representing 21 newspapers.

FIRMAN, WILLIAM W., 902 Fisher Bldg., Detroit 2, Mich. C. B. S. Radio Network.

HOOD, CHARLES C., 1808 Fisher Bldg., Detroit 2, Mich. V.P. of Curtis Pub. Co. and Mgr. of Detroit Branch.

McCARREN, KENNETH G., 18th floor, Fisher Bldg., Detroit 2, Mich. Manager, Holiday Magazine.

ARMITAGE, CLAYTON P., 2726 Guardian Bldg., Detroit 26, Mich. Farm Journal, Inc.

DAVIS, FRED V., General Motors Bldg., Detroit 2, Mich. Collier's Magazine.

GALL, DAMON S., 2726 Guardian Bldg., Detroit 26, Mich. Detroit mgr. Farm Journal, Inc.

HUSBANDS, ROY C., Detroit Manager, Woman's Home Companion, Crowell - Collier Pub. Co., 3-161 General Motors Bldg., Detroit 2, Mich.

McDONOUGH, F. J., S-230 General Motors Bldg., Detroit 2, Mich. Detroit mgr., American Weekly.

BAKER, JOHN H. JR., Free Press Bldg., Detroit 31, Mich. Chicago Daily News.

deBEAUBIEN, PHIL F., 8-240 General Motors Bldg., Detroit 2, Mich., Detroit manager, Look magazine.

GRAF, GENE, 1713 Fisher Bldg., Detroit 2, Mich. Detroit mgr. and automobile editor, New York Mirror.

JAGLOIS, JOSEPH, Motor Trend Magazine, 1515 Book Bldg., Detroit 26, Mich.

McGILL, EMMETT J., 820 Book Bldg., Detroit 26, Mich. Mgr., Detroit & Cleveland offices, Outdoor Life Magazine.

BATES, WALLACE E., 1761 Penobscot Bldg., Detroit 26, Mich. Chicago Tribune.

DENISON, JOHN D. JR., 820 Book Bldg., Detroit 26, Mich. Detroit manager, Popular Science Monthly.

GROSS, WALTER, NBC television, 1166 Penobscot Bldg., Detroit 26, Mich., Detroit mgr.

JOBSON, ROBERT A., manager Detroit office, O'Mara and Ormsbee, Inc., 640 New Center Bldg., Detroit 2, Mich. Representing 20 newspapers.

McGUINEAS, M. O., vice-president and Detroit mgr., Kelly-Smith Co., 713 New Center Bldg., Detroit 2, Mich. Representing 23 newspapers.

BEST, HIL F., 1005 Park Ave. Bldg. Vice-pres. in chge. of western operations, Bottinelli-Kimball, Inc. (newspapers); Sole owner Hil F. Best Co., (radio), American Poultry Journal.

DIX, GEORGE S., 1457 Penobscot Bldg., Detroit 26, Mich. The Philadelphia Inquirer.

HAMMEN, JAY L., 28 West Adams Ave., Detroit 26, Mich. Parade Publications, Inc. Detroit mgr.

JONES, JAMES B., Detroit Manager, Scripps-Howard Newspapers, 5-258 General Motors Bldg., Detroit 2, Mich. Representing 20 newspapers.

McLAUGHLIN, RICHARD, 448 Buhl Building, Detroit 26, Mich. The Wall Street Journal.

BROWN, J. RODGER, 1808 Fisher Bldg., Detroit 2, Mich. The Saturday Evening Post.

DOTY, H. FAIRCHILD, 3-140 General Motors Bldg., Detroit 2, Mich. Popular Mechanics magazine.

HART, ROBERT E., Detroit mgr., Jann & Kelley, Inc., 926 Buhl Bldg., Detroit 26, Mich. Representing 26 daily newspapers.

LEMPKE, LESLIE C., 1808 Fisher Bldg., Detroit 2, Mich. Publication mgr., Ladies' Home Journal.

METZGER, HOYT (RED), 610 Stephenson Bldg., 6560 Cass Ave., Detroit 2, Mich. Newsweek magazine.

BRYAN, WILLIAM W., Peters, Griffin, Woodward, Inc., Penobscot Bldg., Detroit 26, Mich. National representatives of radio and television stations.

ERICKSON, ROBERT, Moloney, Regan & Schmitt, Inc., 4045 Penobscot Bldg., Detroit 26, Mich. Representing 16 newspapers.

HEALY, RICHARD T., vice-pres. Reynolds-Fitzgerald, Inc., 5-250 General Motors Bldg., Detroit 2, Mich. Representing newspapers.

LUNDALE, J. W., Ridder-Johns, Inc., 1041 Penobscot Bldg., Detroit 26, Mich. Detroit mgr. 6 newspapers.

MILLER, LUKE E., 1013 Fisher Bldg., Detroit 2, Mich. Meredith Publishing Co., Successful Farming, Better Homes & Gardens.

BURKE, JOHN D., Detroit mgr., Hearst Adv. Service, 6-234 General Motors Bldg., Detroit 2, Mich. Representing 12 Hearst newspapers and Hearst Sunday Individual Market Group.

FELLOWS, WALDO E., 702 Stephenson Bldg., Detroit 2, Mich. Sunset Magazine.

HEATON, JACK E., 1006 Fisher Bldg., Detroit 2, Mich. Detroit mgr., U. S. News & World Report.

LUSK, O. E., 2970 W. Grand Blvd., Detroit 2, Mich. Elks magazine.

MORIN, ROBERT M., Detroit Mgr. Geo. A. McDevitt Co., 425 New Center Bldg., Detroit 2, Mich.

. . . Media Men in Automobile Capital . . .

OGDEN, WILLIAM M., 1128 Fisher Bldg., Detroit 2, Mich. Detroit mgr., Capper's Farmer.

SHURTLIFF, WILLIAM, Booth Michigan Newspapers, 1612 Ford Bldg., Detroit 26, Mich. Representing 8 newspapers.

VAN HORN, EDWARD JR., 1900 Fisher Bldg., Detroit 2, Mich. Fortune magazine.

WEBB, H. WESLEY, manager, National Trade Mark Service, Michigan Bell Telephone Co., Yellow Pages Bldg., Detroit 1, Mich.

WHITE, ROBERT H., NBC network television, 1166 Penobscot Bldg., Detroit 26, Mich.

PENDRAY, C. C., Detroit Mgr., Ward-Griffith Co., Inc., 6-223 General Motors Bldg., Detroit 2, Mich. Newspaper representatives.

SPADEA, JOSEPH R., 2107 Book Bldg., Detroit 26, Mich. Representing Henry I. Christal Co., Radio Station Representatives, Detroit mgr.

WALKER, FRANKLIN M., 2351 Penobscot Bldg., Detroit 26, Mich. TV Div. of Edward Petry & Co., Inc.

WEBER, FRED A., The Branham Company, 6-235 General Motors Bldg., Detroit 2, Mich. Representing 39 radio and television stations.

WILSON, BURTON C., 88 Custer Ave., Detroit 2, Mich. National Sign Division, Walker & Co.

PEQUINOT, PAUL H., 780 Penobscot Bldg., Detroit 26, Mich. V.-Pres., Scheerer & Co. Detroit mgr., Indiana League of Home Dailies. Michigan League of Home Dailies.

STALL, DAN M., 1900 Fisher Bldg., Detroit 2, Mich. Time magazine.

WATKINS, T. RANDALL, 3-223 General Motors Bldg., Detroit 2, Mich. Family Weekly Magazine.

WESLEY, WALTER P., 1065 Penobscot Bldg., Detroit 26, Michigan. Detroit manager, Esquire Magazine.

WOODRUFF, ROBERT N., vice-pres. and Detroit mgr., Crowell-Collier Pub. Co., 3-161 General Motors Bldg., Detroit 2, Mich. American Magazine, Colliers' Woman's Home Companion.

PFISTER, ALFRED H., 3-161 General Motors Building, Detroit 2, Michigan. Detroit manager, The American Magazine, Crowell-Collier Publishing Company.

STERLING, JOHN L., Cresmer & Woodward, Inc., 627 New Center Bldg., Detroit 2, Mich. Representing 23 newspapers.

ROSS, JOHN B., 1600 Fisher Bldg., Detrot 2, Mich. Time, Inc., Mgr., Sports Illustrated.

STERRITT, CHARLES R., 902 Fisher Bldg., Detroit 2, Mich. Detroit sales manager, C. B. S. Television Network.

RUPRECHT, PHILLIP, 856 Penobscot Bldg., Detroit 26, Mich. Vice-pres., McGraw - Hill Publishing Co.

STEVENS, CLARK H., vice-pres., Sawyer-Ferguson-Walker Co., 1630 Guardian Bldg., Detroit 26, Mich. Representing 19 newspapers.

ST. CLAIR, JOHN P., Time, Inc., 1900 Fisher Bldg., Detroit 2, Mich. Detroit Manager Life magazine.

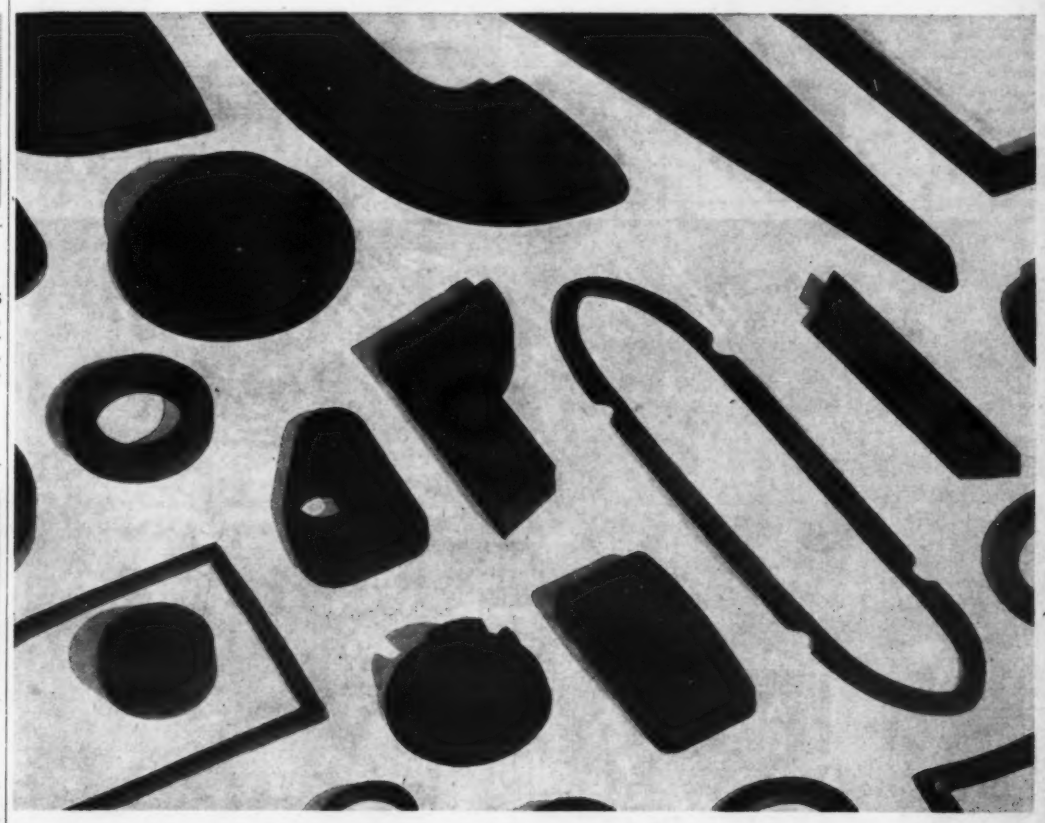
SULLIVAN, EDWARD, 3065 Penobscot Bldg., Detroit 26, Mich. Detroit mgr., American Home Magazine.

SCOLARO, JOSEPH R., of Scolaro, Meeker and Scott, 8-241 General Motors Bldg., Detroit 2, Mich. Representing 9 newspapers and Grit magazine.

SWEENEY, HOWARD B., 6-116 General Motors Bldg., Detroit 2, Mich. Vice-pres. and Detroit mgr., Outdoor Advertising, Inc.

SHAFER, JACK, mgr., West - Holliday Co. Inc., 1014 Penobscot Bldg., Detroit 26, Mich. Represents daily newspapers in the Pacific Coast, Rocky Mountain and Midwestern states.

TRUDE, SAMUEL H., 5-270 General Motors Bldg., Detroit 2, Mich. Mgr., Detroit office, This Week magazine.



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Brooklyn and Long Island Automobile Dealers Assn., Inc., Hotel Granada, 268 Ashland Avenue, Brooklyn, N. Y. **HENRY EISENHAUER**, exec. vice-pres.

Chicago Automobile Trade Assn., 35 E. Wacker Dr., Chicago 1, Ill. **EDWARD L. CLEARY**, executive vice president and mgr. of annual Chicago Automobile Show.

Automotive Trade Assn. National Capital area, Suite 710, TWA Bldg., 1026 17th St., N. W., Washington 6, D. C. **MAURICE J. (Mike) MURPHY**, exec. vice-pres.

Kansas Motor Car Dealers Assn., 214 W. Sixth Ave., Topeka, Kan., **ROSCOE HAMBRIC**, secy.-manager.

Automobile Dealers Assn. of Alabama, Inc., 1216 Bell Bldg., Montgomery Ala. **FRANK R. BROADWAY**, exec. vice-pres.

Northern Calif. Motor Car Dealers Assn., Inc., 1409 Bush St., San Francisco, Calif. **AMOS T. CROWL**, managing director.

Cleveland Automobile Dealers Assn., 310 Lakeside Ave. W., Cleveland 13, O. **R. EARL BURROWS**, secy.-mgr.

Georgia Automobile Dealers Assn., 202-203-204 Peachtree Arcade Bldg., Atlanta, Ga., **LEWIS L. AUSTIN**, executive vice-pres.

Kentucky Automobile Dealers Assn., Inc., 601-3 Republic Bldg., Louisville 2, Ky., **LEW ULLRICH**, managing director.

Arizona Automobile Dealers Assn. 411 N. Central Ave. - Suite 622 Phoenix, Arizona - **CLINTON A. STEINHOFF**, manager.

Motor Car Dealers Assn. of Southern California, 711 Ninth and Hill Bldg., Los Angeles, Calif., **CHARLES H. ELMENDORF**, executive secretary.

Connecticut Automotive Trades Assn., Inc., 410 Asylum St., Hartford 3, Conn., **CARL R. LANE**, exec. vice-pres.

Detroit Auto Dealers Assn., 4600 Cass Ave., Detroit 1, Mich. **BOYCE TOPE**, exec. vice-pres.

Louisiana Automobile Dealers Assn., Inc., 610 Industries Bldg., New Orleans 12, La. **JOHN O. HOFBAUER**, manager-director.

Arkansas Automobile Dealers Assn., Inc., 108 W. Ninth St., Second and Chester Sts., Little Rock, Ark. **GEORGE H. BENJAMIN**, executive secretary.

Federation of Automobile Dealer Assns. of Canada, 145 Yonge St., Toronto, Ont., **HOWARD B. MOORE**, executive vice-pres.

Delaware Automobile Dealers Assn., 519 Market St., Equitable Security Trust Bldg., Wilmington, Del. **PAUL J. RONEY**, exec. secy.

Florida Automobile Dealers Assn., 27 E. Central Ave., Orlando, Fla. **WALTER C. MALLORY**, gen. mgr.

Maine Automobile Dealers Assn., Inc., 4 Washington St., Auburn, Me., P. O. Box 270, **WILLIAM V. HOOD**, manager and clerk of corporation.

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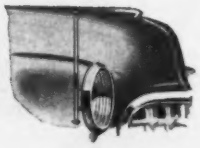

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Idaho Automobile Dealers Assn., 308 Continental Bank Bldg., Boise, Id., **LEON L. WEEKS**, secretary.

Massachusetts State Automobile Dealers Assn., Inc., 938 Park Square Bldg., Boston, Mass., **WILLIAM A. PLUNKETT**, executive vice-president and general manager.

Illinois Automotive Trade Assn., Inc., 616 Ridgely Bldg., Springfield, Ill. **LES SANDER**, executive vice-pres.

Michigan Automobile Dealers Assn., 516 Michigan National Tower, Lansing, Mich. **GILBERT L. HALEY**, exec. vice-president.

Automobile Dealers Assn. of Indiana, Inc., 224 N. Meridian, Indianapolis, Ind. **HERMAN SCHAEFER**, exec. vice-pres.

Minnesota Automobile Dealers Assn., 314 Plymouth Bldg., Minneapolis 3, Minn. **LEO B. FARICY**, general manager.

Iowa Automobile Dealers Assn., 415 10th St., Des Moines, Ia., **ALFRED W. KAHL**, exec. vice-pres.

Mississippi Automobile Dealers Assn., Electric Building Annex, P. O. Box 531, Jackson, Miss., **GEORGE LEMON SUGG**, manager.

. . . Managers of State Dealer Associations . . .

Missouri Automobile Dealers Assn., 518 Madison, Jefferson City, Mo., **JAMES A. GORMAN**, secretary-manager.

Ohio Automobile Dealers Assn., 50 E. Broad St., Columbus 15, O., **WALT R. HAMER**, executive secretary.

Pennsylvania Automotive Assn., 1925 N. Front St., Harrisburg, Pa., **CLAUDE S. KLUGH**, general manager.

South Dakota Automobile Dealers Assn., 106 N. Main Ave., Sioux Falls, S. D., **D. BURNEY BRODERICK**, secretary-manager.

Utah Automobile Dealers Assn., Newhouse Hotel, Salt Lake City, Utah. **ELIAS J. STRONG**, secy.-mgr.

Nebraska New Car Dealers Assn., 518 Sharp Bldg., Lincoln, Neb., **JOHN B. QUINN**, manager.

Oklahoma Automobile Dealers Assn., 315 Skirvin Hotel, Oklahoma City, Okla. **ROY TANT**, secretary-manager.

Rhode Island Automobile Dealers Assn., 50 Fountain St., Providence 3, R. I. **LEO B. CAREY**, president.

Tennessee Automotive Assn., 324 Third National Bank Bldg., Nashville 3, Tenn., **DAVID P. WHELCHEL**, executive vice-president and general manager.

Washington State Auto Dealers Assn., 930 Joseph Vance Bldg., Seattle 1, Wash., **FRED K. EELLS**, manager.

New Hampshire Automobile Dealers Assn., 3 North State St., Concord, N. H. **JOHN D. ORR**, exec. vice-pres.

Oregon Automobile Dealers Association, 1832 Southwest 11th Ave., Portland 1, Ore. **HOWARD J. STEIB**, gen. mgr.

South Carolina Automobile Dealers Assn., 1712 Hampton St., Suite 206, Columbia, S. C. **MRS. ELLA W. FORD**, executive secretary.

Texas Automotive Dealers Assn., 910 Perry-Brooks Bldg., Austin 1, Tex. **TOM J. CROOKS**, manager and treasurer.

Wisconsin Automotive Trades Assn., 119 Monona Ave., Madison 3, Wis., **LOUIS MILAN**, executive vice-pres.

New Jersey Automotive Trade Assn., 744 Broad St., Newark 2, N. J., **OTTO P. HENNEBERGER**, business manager.

New Mexico Automotive Dealers Assn., Inc., 202 Tower Bldg., 510 Second St., N. W., Albuquerque, N. M., **WILLIAM RANDOLPH**, general manager.

Automobile Merchants Assn. of New York, Inc., Park Sheraton Hotel, 56th and 7th Ave., New York 19, N. Y. **JOSEPH W. FARLOW**, executive vice-pres.

New York State Automobile Dealers, Inc., Beaver & Williams Sts., Albany, New York. **JOHN J. EVERS JR.**, executive vice-pres.

North Carolina Automobile Dealers Assn., Suite 702-3; 710-713, Raleigh Bldg., Raleigh, N. C. **MRS. BESSIE B. BALLENTINE**, executive secretary.

Automobile Dealers Association of North Dakota, Inc., 320 Broadway, Fargo, N. D., **GEORGE DIXON**, manager.

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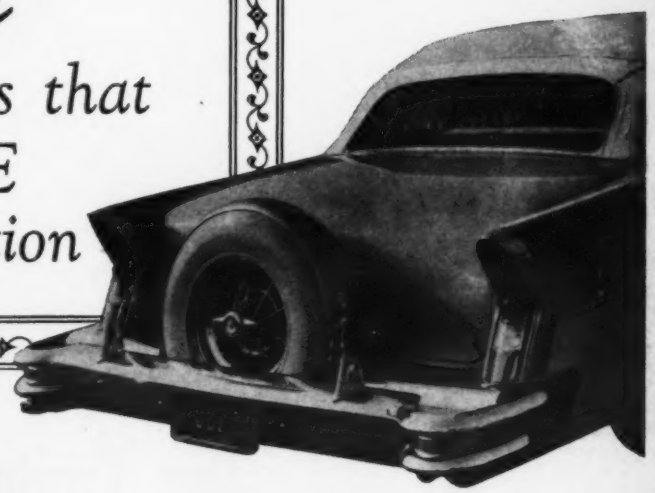

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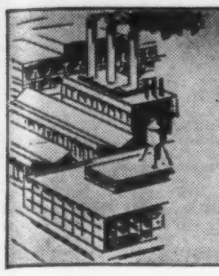

WHO'S WHO IN THE AUTOMOTIVE INDUSTRY

A Complete Roster of the Manufacturers of Passenger Cars, Trucks, Parts and Accessories, Products Made, Officers, Detroit Representatives and Advertising Agents

In revising its Who's Who listing for this Almanac, Automotive News has spared no effort to make it the most complete and accurate directory of the industry available. Listings have been supplied, or corrected, by the officers of the corporations themselves. We would appreciate having any errors called to our attention so that they may be corrected in later issues.—The Editors.

A

AC SPARK PLUG DIV. of General Motors, 1300 N. Dort highway, Flint 2, Mich. Air cleaners and gauges; ammeters, backfire deflectors; carburetor intake silencers, crankcase breathers; flexible shaft assemblies; fuel oil filters; fuel and vacuum pumps; fuel strainers; gasoline gauges, strainers; ignition cable terminals; instruments, instrument panels; oil filters; elements; oil gauges; radiator pressure caps; spark plugs, cleaners, tools; testers; speedometers, speedometer and tachometer drive adaptors; tachometers; thermo gauges; vacuum pumps; voltmeters. Joseph A. Anderson, gen. mgr.; W. E. Milner, wks. mgr.; R. D. Kirk, gen. prod. mgr.; R. L. Norris, compt.; Edgar H. Francois, sales mgr.; replacement products; O. F. Frost, gen. merch. mgr.; J. W. Stack, adv. mgr.; Robert S. Johanson, dir. of pub. rel.; C. Harold Munson, serv. mgr.; Joseph K. Decker, dir. of purch.; Martin J. Caserio, chief engr. automotive products; Bruce H. Schwarze, chief engr., military products; W. B. Bychinsky, asst. chief engr. chge. of spark plugs; Karl Schwartzwalder, dir. of research; R. H. Estes, dir. of indl. relations; G. A. Smith, prod. control mgr.; H. L. Curtis, mfg. mgr.; S. N. Lyttle, div. chief inspector; H. L. Roat, master mech;. K. K. McGarvey, mgr. equip. sales; Joseph Holland, mgr. military sales and service. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. Vic Canevar, acct. exec.

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A. R. A. MFG. CO., 1041 Foch st., Ft. Worth 7, Tex. Refrigerated automobile air conditioners. J. A. McFaddin, pres.; A. L. Voggenthaler, vice-pres.; J. H. Mairs, secy.-treas.

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ACCURATE PARTS MFG. CO., 1600 S. Ashland ave., Chicago 8, Ill. Clutch sets, clutch plates; clutch parts, pressure plates, rebuilding equipment, service tools. Ira Saks, pres.; C. A. Klaus, dir. of sales; M. Robt. Wolfson, adv. and sales prom. mgr.

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ACME QUALITY PAINTS, INC., 8250 St. Aubin ave.; Detroit 11, Mich. For production use: primers, surfacers, metallic finishes in lacquer and synthetic quality, lacquer enamels, synthetic enamels. For refinishing; undercoats, synthetic enamels, lacquers, proxlin lacquers, fleet-x synthetic enamels. A. W. Steudel, pres.; G. H. Robertson, vice-pres., gen. mgr.; W. A. Hoyer, asst. treas. and comptroller; A. H. MacNabo, secy. and gen. credit mgr.; H. D. Lester, treas.; J. A. Hutchinson, prod. mgr.; H. Schroeder, mgr. indust. automotive; A. W. Stern, gen. sales mgr. automotive refinishing sales; F. J. Schulte, adv. and sales prom. mgr.; G. H. Hicks, factory mgr.; Leonard Smith, plant engr.; J. Hart, A. Saunders, asst. purch.; G. Parsons, traf. mgr. **Adv. Agcy.**—Holden, Chapin, LaRue, Detroit, Mich. R. LaRue, acct. exec.

ACME RUBBER MFG. CO., 5024 Hampton st., Los Angeles, Calif. Factories—Trenton 6, N. J. Radiator, cowl ventilator, truck heater, windshield wiper, vacuum gearshift, air and booster brake, defroster-air intake, car heater, air and steam cleaner hoses, truck splash guards. A. M. Kahn, pres.; L. J. Howell, vice-pres. and gen. mgr.; Bob Weber, works mgr.; J. V. Carlin, gen. sales mgr.; M. J. Weintraub, automotive sales mgr.; B. W. Ross, western div. mgr.

ACME SPECIALTY MFG. CO., THE, Smead and Monroe, Toledo 6, O. Car, truck and bus mirrors. Adolph Schlett, pres. and treas.; Robert T. Skilliter, vice-pres. and sales mgr.; J. Milton Hannes, secy.; W. W. Weiker, wks. mgr.; Walter J. Bohn, chief engr. and pur. agt.

Product Index

As a time-saver for readers, this year's Almanac carries an index of products listed in the "Who's Who in the Automotive Industry."

The Product Index will be found adjacent to the Advertisers' Index in the last pages of the Almanac.

AD-SELLS SPECIALTY CO., 37 Hillside ave., Hillside, Ill. Key cases and advertising specialties for automobile dealers. M. E. Frost, owner; George Dunn, gen. mgr.; L. S. Baker, adv. mgr.

ADELL CO., 7500 Intervale, Detroit 38, Mich. Dor-Gards (molding on edge of door), windshield washer solvent. R. Adell, pres.; F. Adell, vice-pres. and secy.-treas.; M. Adell, secy.; M. Jacobs, sales mgr. **Adv. Agcy.**—Schurgin & Associates, Detroit, Mich. A. Schurgin, acct. exec.

ADMIRAL PRODUCTS CO., 22 E. 21st st., New York 10, N. Y. Arm rests, plastic fabrics, assist straps. Herman York, partner.

ADRONICS, INC., 271 Grove Ave., Verona, N. J. Auto radio antenna, commercial antenna, high and low frequency, support masts up to 50 ft., patch cord and cable assembly, Courtesy, trunk and glove compartment lights. W. A. Robinson, pres. & sales mgr.; E. L. Robinson, secy.; G. L. Burggraf, vice-pres.; William F. Lampe, treas. and purch. agent.

AEROIL PRODUCTS CO., INC., Wesley st., South Hackensack, N. J. Steam cleaners, hot and cold dip cleaning tanks, vapor degreasers, automotive spray outfits, radiator descalers, radiator test benches, metal parts washers. Taylor Creighton, dir. of sales; John Foley, dir. of purch.

AERONCA MFG. CORP., Germantown rd., Middletown, O. Aircraft; variety of commercial products and metal fabricated parts. John A. Lawler, pres.; S. J. Kuderer, secy. and treas.; Raymond Hermes, vice-pres. in chg. of sales; Julian Wander, vice-pres. in chg. of mfg.; C. W. France, vice-pres.; Ross M. Paul, dir. of materials; Len Kahny, pur. agt.; George A. Page jr., vice-pres. engrg. and research; Jack Linzie, asst. to the pres.

AEROQUIP CORP., 300 South East ave., Jackson, Mich. Flexible hose assemblies, reusable fittings, self-sealing couplings, breakaway couplings. Peter F. Hurst, pres.; Charles Hollerith, vice-pres.; F. W. Corwin, secy.; B. A. Main jr., vice-pres., engrg.; Wayne G. English, treas.; W. F. Rogge, ind. sales mgr.; D. H. Arthur, aircraft sales mgr.; Kent Manning, gen. mgr., Jackson div.; J. R. Roberts, adv. mgr.; H. B. Ferguson, dir. of pur.; W. Cowan, traf. mgr. **Adv. Agcy.**—The Fred M. Randall Co., Detroit, Mich.

AETNA BALL AND ROLLER BEARING CO., Div. of Parkersburg-Aetna Corp., 4600 Schubert ave., Chicago 39, Ill. Standard and special ball thrust bearings, angular contact bearings, ball retainers, hardened and ground washers, sleeves, bushings, roller bearing, rollers and miscellaneous precision parts. W. A. Wood, pres.; J. J. Rozner, exec. vice-pres.; H. F. Wendt, sales supvr.; J. E. Dillon, chief engr.; H. V. Fox, plant supt.; G. M. Karm, pur. agt.; K. Cowan, plant mgr. **Det. Rep.**—Sam T. Keller, 1212 Fisher bldg. **Adv. Agcy.** — Marsteller, Rickard, Gebhardt and Reed, Inc., Chicago, Ill. G. A. Piper, acct. exec.

AINSWORTH MFG. CORP., 2200 Franklin st., Detroit 7, Mich. Stampings, roll-forming, production machining, painting, plating and buffing, experimental and development. James F. McDonnell, jr., pres.; John A. McAuliffe, vice-pres.-treas.; Ralph R. Irwin, vice-pres. of sales; Robert Thomson, vice-pres. of Engrg.; Charles W. Weller jr., secy.; Philip J. Laux, asst. to pres.; Robert E. Dickson, dir. of purch.; A. L. Thomas, mfg. mgr.; F. J. Komerska, plant mgr., Detroit; Walter J. Gorges, plant mgr., Marysville.

AIR ASSOCIATES, INC., Teterboro N. J. AC-DC motors, AC clutch brakes, AC generators, liquid-vapor sensing devices, seat belts. J. E. Ashman, pres.; C. M. Leeds, vice-pres.; G. Kleverstrom, secy.; C. A. Sereno, vice-pres., sales; R. J. Pike, adv. mgr.; W. Stubbs, chief engr.; C. Kirkpatrick, pur. agt.; F. J. Flanagan, traf. mgr. **Det. Rep.**—R. B. Nelson Air Associates, Inc., 5315 W. 63rd st., Chicago, Ill.

AIR LIFT CO., 2330 W. Main st., Lansing, Mich. Air lifts pneumatic spring controls for overloads and sagging springs of passenger cars and pick-up trucks; safety control for front end of passenger cars. L. C. Pemberton, pres.; R. C. Pemberton, vice-pres.

AIR REDUCTION SALES CO., Div. of Air Reduction Co., Inc., 60 East 42nd st., New York 17, N. Y. Industrial gases, gas and arc welding equipment. J. H. Humberstone, pres.; H. F. Henriques, vice-pres.; R. S. Schmidt, dealer sales mgr.; D. D. Spoor, mgr., of equipment and process sales dept.; A. V. Scherer, adv. mgr. **Det. Rep.**—R. A. Jamieson, Dist. Mgr., 2994 East Grand blvd. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. C. W. Gulbransen, acct. exec.

AIRCOOLED MOTORS, INC., Liverpool rd., Syracuse 8, N. Y. Air-cooled aircraft engines. C. F. B. Roth, pres. and dir.; R. B. Wilkinson, secy-treas.; C. H. Bennum, sales mgr.; R. W. Conkle, wks. mgr.; W. I. Marble, serv. mgr.; A. K. Stevens, pur. mgr.; J. D. Cregan, chief engr.; W. G. Cobb, ind. rel. mgr. **Adv. Agcy.** — Richard and Webb, Syracuse, N. Y.

AIRCRAFT SPECIALTIES, INC., 415 Howard st., Lapeer, Mich. Mechanics hand service tools. Warren Shaw, pres.; Reginald McDonald, vice-pres.; Zeta M. Shaw, secy.-treas.

AIRGUIDE INSTRUMENT CO., 2210 Wabansia, Chicago 47, Ill. Auto compasses, altimeters. A. L. Stemnaedel, pres.; Fred D. Eckert, vice-pres., sales mgr.; Arthur X. Tuohy, adv. mgr.; Howard Taylor, chief engr.; Paul Schroeder, pur. agt. **Det. Rep.**—Knight and Associates, 18510 James Couzens hwy. **Adv. Agcy.**—MacCowan Advertising Agency, Glenview, Ill. Hervey L. MacCowan, acct. exec.

AIR-MAZE CORP., 25000 Miles rd., Cleveland 28, O. Air and fuel filters, intake silencers, exhaust spark arresters, backfire flame arresters, electrostatic precipitators, lube oil strainers. O. H. Schaaf, pres. and gen. mgr.; G. M. Walton, exec. vice-pres.; L. M. Henton, secy.; H. H. Schaaf, treas.; P. C. Hungerford, vice-pres.; W B. Watterson, vice-pres. sales; F. P. Purvis, gen. sales mgr.; N. L. Lamprecht, asst. sales mgr.; R. E. Brown, chief engr.; J. Carson, dir. of pur. **Adv. Agcy.**—Batten, Barten, Durstine & Osborn, Cleveland, O. Fred Sharpe, acct. exec.

AIRTEMP DIV., Chrysler Corp., 1610 Webster st., Dayton, O. Heating, cooling, refrigeration equipment, automotive air conditioning unit, range finders for Army Ordnance and other military equipment. C. E. Buchholzer, pres. and dir.; J. F. Knoff, vice-pres. chge. of sales; J. D. Loveley, vice-pres. chge. engrg.; R. J. Schumann, vice-pres. chge. mfg.; N. Kelley jr., vice-pres. and dir.; H. F. Diegel, compt. and dir.; W. J. Simons, asst. treas. and dir.; R. L. Forsberg, compt.; K. M. Eyestone, asst. secy. and dir.

AIRTEX AUTOMOTIVE DIV., Fairfield, Ill. Airtex fuel pumps, kits and water pumps. Ben Sandoff, pres.; M. Blackburn, secy.; Frank J. Schreiner, Sales mgr.; Melvin Spencer, pur. agt. **Det. Rep.**—Grantello Sales Co., Cleveland, O. **Adv. Agcy.**—Burlingame-Groesman, Chicago, Ill.

AJAX MFG. CORP., 1171 Beaufait st., Detroit 7, Mich. Zinc die casting and chrome plating, automotive hardware. Edward Torosian, pres.-treas.; Milton Pitts, vice-pres.; Vera S. Elliott, secy.

AKRO-MILS, INC., P. O. Box 989, Akron 9, O. Small parts storage cabinets, clear plastic slip cover for car seats, portable air vacuum cleaner. M. Myers, pres.; L. Myers, vice-pres.; I. C. Myers, secy., sales mgr.; E. Walter, wks. mgr., chief engr.; Don Durell, adv. mgr. **Adv. Agcy.**—H. Clayman & Assoc., Akron, O. H. J. Clayman, acct. exec.

AKRON PAINT & VARNISH CO., 1390 Firestone pkwy., Akron 1, O. Automotive finishes, tire paints, white sidewall cleaner, chrome and ignition wire coating. Wm. M. Beck, pres.; H. M. Wilcox, vice-pres.; S. A. Breitenstein, treas.; L. C. Wiedie, secy.; R. A. Hochberg, sales mgr.; T. P. Postlethwait, purch. agent. **Adv. Agcy.**—McDaniel-Fisher and Spelman Co., Akron, O.

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Auto Industry Associations

AIR COMPRESSOR RESEARCH COUNCIL, 27 East Monroe, Chicago 3, Ill. *Executive Secretary, H. P. Dolan.*

AMERICAN AUTOMOBILE ASSN., 1712 G St., N. W., Washington 6, D. C. *Executive Vice-President, Russell E. Singer.*

AMERICAN FINANCE CONFERENCE, Suite 1200, 176 W. Adams St., Chicago 3, Ill. *Executive Vice-President, Thomas W. Rogers.*

AMERICAN IRON AND STEEL INSTITUTE, 350 Fifth Ave., New York 1, N. Y.

AMERICAN PETROLEUM INSTITUTE, 50 W. 50th St., New York 20, N. Y. *President, Frank M. Porter.*

AMERICAN SOCIETY OF BODY ENGINEERS, INC., Rackham Memorial Bldg., Detroit 2, Mich. *President, Henry C. Grebe.*

AMERICAN TRUCKING ASSNS., INC., 1424 16th St., N.W., Washington 6, D. C. *Managing Director, John V. Lawrence.*

ASSN. OF AMERICAN BATTERY MANUFACTURERS, INC., 70 Cherry St., Akron 8, Ohio. *Executive Secretary, V. L. Smithers.*

AUTOMOBILE MANUFACTURERS ASSN., 320 New Center Bldg., Detroit 2, Mich. *Managing Director, William J. Cronin.*

AUTOMOBILE OLD TIMERS, INC., 22 E. 38th St., New York 16, N. Y. *Executive Vice-President, Frederick H. Elliott.*

AUTOMOTIVE ACCESSORIES MANUFACTURERS OF AMERICA, 20 E. Herman St., Philadelphia, Pa. *Manager, Herman L. Erlichman.*

AUTOMOTIVE AFFILIATED REPRESENTATIVES, 17 W. 60th St., New York 23, N. Y. *Executive Secretary, Ed L. Lee.*

AUTOMOTIVE BOOSTER CLUB INTERNATIONAL, INC., 55 E. Washington St., Chicago 2, Ill. *Recording Secretary, Miss Gretchen E. Rider.*

AUTOMOTIVE ELECTRIC ASSN., 16223 Meyers Rd., Detroit 35, Mich. *Executive Secretary, J. Howard Reed.*

AUTOMOTIVE ENGINE REBUILDERS ASSN., 419 N. Capitol Ave., Indianapolis 4, Ind. *Executive Vice-President, R. G. Patterson.*

AUTOMOTIVE PARTS MANUFACTURERS ASSN., 16219 Meyers Rd., Detroit 35, Mich. *General Manager, Frank Rising.*

AUTOMOTIVE SAFETY FOUNDATION, INC., 200 Ring Bldg., Washington 6, D. C. *President, J. O. Mattson.*

AUTOMOTIVE TRADE ASSN. MANAGERS, P. O. Box 1948, Montgomery, Ala. *Secretary, Frank R. Broadway.*

CANADIAN AUTOMOTIVE WHOLESALERS' & MANUFACTURERS' ASSN., Room 207, 227 Laurier Ave., W., Ottawa 4, Canada. *Executive Vice-President, T. H. Whellams.*

HORSELESS CARRIAGE CLUB, 215 N. Larchmont Blvd., Los Angeles 4, Calif. *Executive Secretary, Al Michaelian.*

INTER-INDUSTRY HIGHWAY SAFETY COMMITTEE, 1200 18th St., N.W., Washington 6, D. C. *Managing Director, M. R. Darlington, Jr.*

INTERNAL COMBUSTION ENGINE INSTITUTE, Room 914, 201 N. Wells St., Chicago 6, Ill. *Executive Secretary, Charles G. Spice.*

MOTOR AND EQUIPMENT MANUFACTURERS ASSN., 250 West 57th St., New York 19, N. Y. *General Manager, A. H. Eichholz.*

MOTOR AND EQUIPMENT WHOLESALERS ASSN., 309 W. Jackson Blvd., Chicago 6, Ill. *General Manager, B. W. Ruark.*

NATIONAL ASSN. FOR STOCK CAR AUTO RACING, 42 S. Peninsula Dr., Daytona Beach, Fla. *Executive Manager, Pat Purcell.*

NATIONAL ASSN. OF MOTOR BUS OPERATORS, 839 17th St., N.W., Washington 6, D. C. *Secretary-Manager, A. W. Koehler.*

NATIONAL ASSN. OF TAXICAB OWNERS, 803 Leader Bldg., Cleveland 14, O. *Secretary, H. I. Gwilyn.*

NATIONAL AUTOMOBILE DEALERS ASSN., 2000 K. St., N. W., Washington 6, D. C. *Executive Vice-President, Frederick J. Bell.*

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., 2627 Cadillac Tower, Detroit, Mich. *General Manager, R. E. Beiser.*

NATIONAL AUTOMOTIVE PARTS ASSN., 707 Fox Theater Bldg., Detroit 1, Mich. *General Manager R. L. Stacey.*

NATIONAL HIGHWAY USERS CONFERENCE, National Press Bldg., Washington 4, D. C. *Director, Arthur C. Butler.*

NATIONAL INDEPENDENT AUTOMOBILE DEALERS ASSN., 1413 K. St., N. W., Washington, D. C. *Executive Secretary, Eva Mosley.*

NATIONAL STANDARD PARTS ASSN., 35th Floor, 8 South Michigan, Chicago 3, Ill. Washington D. C. Office: 1001 Connecticut Ave., N.W., Suite 1138. *Executive Vice-President, J. L. Wiggins.*

NATIONAL TIRE DEALERS AND RETREADERS ASSN., INC., 1012 14th St., N. W., Washington 5, D. C. *Executive Secretary, Winston W. Marsh.*

NATIONAL TRUCK LEASING SYSTEM, 23 East Jackson Blvd., Chicago 4, Ill. *Executive Manager, Martha Dunlap.*

NATIONAL WHEEL AND RIM ASSN., 3663 Forest Park Ave., St. Louis 8, Mo. *Treasurer, H. M. Young.*

NATURAL RUBBER BUREAU, 1631 K St., N. W., Washington 6, D. C. *President and Treasurer, H. C. Bugbee.*

OIL INDUSTRY INFORMATION COMMITTEE, 50 W. 50th St., New York 20, N. Y. *Publicity Director, J. Richard Shaner.*

PRIVATE TRUCK COUNCIL OF AMERICA, INC., 714 Sheraton Bldg., Washington 5, D. C. *Managing Director, James D. Mann.*

RUBBER MANUFACTURERS ASSN., 444 Madison Ave., New York 22, N. Y. *President, R. R. Ormsby.*

SOCIETY OF AUTOMOTIVE ENGINEERS, INC., 29 W. 39th St., New York 18, N. Y. *General Manager, John A. C. Warner.*

SOCIETY OF MOTOR MANUFACTURERS AND TRADERS, LTD., (Great Britain), 17 East 54th St., New York 22, N. Y. *North American Representative, Donald B. Morren.*

TIRE AND RIM ASSN., THE INC., 2001 First National Tower, Akron 8, O. *Executive Vice-President, C. G. Hoover.*

TRUCK BODY AND EQUIPMENT ASSN., INC., 403 Washington Board of Trade Bldg., 1616 K St., N.W., Washington 6, D. C. *Executive Manager, Arthur H. Nuesse.*

TRUCK-TRAILER MANUFACTURERS ASSN., INC., 710 Albee Bldg., Washington 5, D. C. *Managing Director, John B. Hulse.*

Who's Who in the Auto Industry

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AKRON SELLE CO., 451 S. High st., Akron 11, O. Metal stampings and assemblies. J. B. Hower, pres., gen. mgr., pur agt.; G. H. Crawford, vice-pres., treas.; M. A. Hower, secy.; Malcolm Rowan, sales mgr.; B. R. Hower, wks. mgr.

ALAN WOOD STEEL CO., Conshohocken, Pa. Abrasive rolled steel floor plate, AW super diamond pattern floor plate, cut nails, hot rolled and cold rolled strip and sheets, sheared plate, pig iron. H. R. Wood, pres.; J. T. Whiting, ch. of bd.; C. E. Davis, exec. vice-pres.; H. W. Read, vice-pres.; P. L. Francis, vice-pres., marketing; W. E. Boger, vice-pres., operations; C. L. Jones, secy. & Treas.; L. J. Lieberman, adv. mgr.; F. C. Schoen, chief eng.; Clinton Bishop, purch. agent; C. X. Coyle, traffic mgr. **Det. Rep.**—Frank L. Uhas & Co., 427 New Center Bldg. **Adv. Agcy.**—Doremus-Eshleman Co., 1522 Locust st., Philadelphia 2, Pa. E. Howard York, III, acct. Exec.

ALBERTSON & CO., INC., 3100 Lowell, Sioux City 3, Ia. Drills, hole saws, bench grinders, sanders, polishers, valve equipment, valve grinding machines, impact tools. O. Albertson, pres.; H. A. Jacobsen, vice-pres. and gen. mgr.; D. E. Jacobsen, secy.; F. O. Albertson, prod. mgr.; G. M. Moore, sales mgr.; G. Jensen, serv. mgr.; Carl Rasmaussen, pur agt.; M. Anderson, asst. **Det Rep.**—A. L. Fisher, 18574 Fitzpatrick ct. **Adv. Agcy.**—E. W. Sann & Associates, Minneapolis, Minn.

ALDRIDGE INDUSTRIAL OILS, INC., 3401 W. 140th st., Cleveland 11, O. Cutting, grinding, quenching and tempering, soluble and thread grinding oils; special lubricants; rust preventives; drawing compounds; automotive and industrial greases; heat treating products. Frank M. Aldridge, pres.; Leonard H. Davis, secy.; O. K. Aldridge, treas. **Adv. Agcy.**—Frank Wolf Adv., Cleveland, O.

ALEXANDER-TAGG INDUSTRIES, Jacksonville rd. Hatboro, Pa. Mufflers, heavy duty for trucks, buses, etc., wheel dollies. E. R. Alexander, pres.; W. S. Tagg, treas.; E. N. Alexander, sales mgr.

ALL-POWER MANUFACTURING CO., 400 Roosevelt ave., Montebello, Calif. Ridge reamers, piston groove cleaners and several specialized Ford tools. Paul F. Danielson, pres.; A. M. Merrifield, vice-pres. and dir. of sales; Margaret Danielson, treas.; E. J. Redding, asst. sales mgr.; John Gold, chief engr.; William Hampton, gen. mgr. **Adv. Agcy.**—Uhl Service Adv., Hollywood, Calif.

ALLEGHENY LUDLUM STEEL CORP., Oliver bldg., Pittsburgh 22, Pa. Steel: stainless, tool, electrical, valve, special alloy; carbide metals. H. G. Batcheller, chmn.; E. J. Hanley, pres.; E. A. McCaskey jr., secy.; C. W. King, exec. vice-pres.; W. B. Pierce, vice-pres. of sales; R. S. Ahlbrandt, acting treas.; C. B. Templeton, adv. mgr.; Emil Kern, vice-pres., engrg.; C. B. Pollock, vice-pres. mfg.; E. L. Bittner, vice-pres. pur.; N. W. Hayson, pur. agt.; L. A. Deringer, traf. mgr.; J. R. Hight, pub. rel. mgr. **Det. Rep.**— I.R. Kiltie, 1500 Jarvis ave., Ferndale 20. **Adv. Agcy.**—W. S. Walker Adv., Inc., Pittsburgh 22. C. P. Richardson, acct. exec.

ALLEN ELECTRIC & EQUIPMENT CO., 2101-17 N. Pitcher st., Kalamazoo 13F, Mich. Tune-up and electrical testing, battery charging and welding equipment. Leonard O. Zick, pres., treas., gen. mgr.; Ralph L. Countryman, vice-pres., sales mgr.; B. F. Campbell, vice-pres., dir. of engrg.; R. C. Van Horn, secy., contr.; L. C. Brendel, asst. sales mgr.; George H. Post, adv. mgr.; George Dye, dir. of pur. **Det. Rep.**—H. M. Artley, 6432 Cass ave., Detroit 2, Mich.

ALLEN INDUSTRIES, INC., 1927 Leland st., Detroit 7, Mich. Automotive cotton products — batts and pads; automotive jute felt—sound deadeners, floor mats and insulators; automotive trim conversion; automotive door panels. S. J. Allen, chmn. of bd.; J. J. Tobias, pres.; H. C. Allen, exec. vice-pres.; O. A. Markus, vice-pres.; D. Schimmel, vice-pres.; R. G. Olson, vice-pres.; D. C. Suhr, vice-pres.; R. D. Kemp, vice-pres. dir. automotive and defense sales div.; Roy C. Miller, vice-pres.; Harold Rossano, traf. mgr. **Det. Rep.**—R. D. Kemp, Robert Amberg, John Redfield, Arthur Dulzo, J. W. Allen, 1927 Leland.

ALLEN PRODUCTS CORP., 20450 Sherwood ave., Detroit 34, Mich. Gasoline door guards, mouldings, seal-all, and taste master; other auto accessories. Perry E. Allen, pres. and treas.; Dorothy A. Allen, vice-pres. and secy.; G. F. Schultz, pur. agent; Robert A. Shannon, gen. sales mgr. **Adv. Agcy.**—Rossi & Co., 607 Shelby st., Detroit 26, Mich.

ALLIED INVENTORY CO., INC., 1916 E. 79th st., Chicago 49, Ill. Physical inventory work, calculating services, casual inventory labor. Leo L. Dane, pres., treas. and sales mgr.; Joseph E. Coleman, vice-pres.; Fern Dane, secy.; George Brandtke, gen. mgr.; F. Peterson, wks. mgr.

ALLIED MOTOR PARTS CO., 713 Fox bldg., Detroit 1, Mich. Pistons, piston pins, cylinder sleeves and assemblies, water pumps and parts; valves; valve seat inserts; valve guides, springs, locks and rotating assemblies; chassis parts, king bolts and shackles, tie rod ends, ball joint suspension units, wheel suspension parts. Henry Lansdale, pres., treas.; R. R. Talbott, vice-pres., gen. mgr.; M. L. Buck, secy. **Adv. Agcy.**—Caldwell-Larkin Co., Indianapolis, Ind. Storey Larkin, acct. exec.

ALLIED PLAN OF SERVICE MERCHANDISING, 342 West Peachtree st., N. W., Atlanta, Ga. Customer follow-up and service promotion plan for automobile dealers. Claude Grizzard jr., gen. mgr. and cont. **Adv. Agcy.**—Gray & Kilgore, Inc., Detroit, Mich.

ALLIED PRODUCTS CORP., 12677 Burt rd., Detroit 23, Mich. Special cold forged parts, standard hexagon head cap screws, hardened and precision ground parts, sheet metal dies produced in iron, Allite (zinc alloy) and plastic; R-B interchangeable punches and dies, powdered metal parts, Prototype and short run stampings. Ralph Hubbart, chmn. of the bd.; Frank H. Bishop, pres.; Selden S. Dickinson, W. S. Jakubowski, C. C. Kamphausen, L. E. Coulter, W. Curtis Miller, vice-presidents; W. E. Ray, vice-pres., secy.; V. Leonard Hanna, treas. and cont. **Adv. Agcy.**—Gray & Kilgore, Inc., Detroit, Mich.

ALLIED RESEARCH PROD., INC., 4004-06 E. Monument st., Baltimore 5, Md. Iridite finishes for corrosion protection and ARP paint systems on nonferrous metals and plating brighteners. H. C. Irvin, pres.; J. A. Cairns, sales mgr.; L. C. Kingsbury, vice-pres.; H. C. Quast, treas.; Jules Horlick, secy., wks. mgr.; C. O. Ostrander, dir. of research; H. C. Quast, pur. agt. **Det. Rep.**—L. J. Camill, 15356 Fielding st., (23), **Adv. Agcy.**—Emery Adv. Corp., Baltimore Md. Burton F. Davis, acct. exec.

ALLIS-CHALMERS, Buda Division, Milwaukee, Wis. Diesel and gasoline engines, generator sets, lifting jacks, diesel nozzle tester, railroad equipment, earth drills, material handling equipment. R. K. Mangan, pres.; L. C. Daniels, vice-pres.; K. E. Fitzpatrick, secy.-treas.; C. L. Thompson, sales mgr. (material handling); M. J. Rotroff, sales mgr. (railroad and ind.); L. F. Shoemaker, vice-pres., sales mgr. (engines); R. H. Heberling, wks. mgr.; H. H. Cohenour, adv. and sales prom. mgr.; A. F. Ochtman, chief engr.; H. W. Blank, parts mgr.; R. C. Wieterson, pur. agt.; W. A. McBratney, asst.; M. J. Rice, traf. mgr. **Det. Rep.**—Operates out of Harvey, Ill. **Adv. Agcy.**—Bert S. Gittins Advertising, Inc., Milwaukee, Wis. Warren Hutton, acct. exec.

ALLOY RODS CO., P. O. Box 786, York Pa. Electrodes. E. J. Brady, pres.; M. G. Sedam, exec. vice-pres.; E. R. Walsh III, vice-pres. sales; F. L. Blodgett, sales mgr.; C. H. Zarfoss, pur. agt.; C. W. Pilkey, adv. mgr.; J. H. Bell, treas. and compt. **Det. Rep.**—Bird Gas Corp., 12820 Evergreen rd., Detroit 23, Mich.; Robinson Welding Supply Co., 8706 Lyndon ave., Detroit Mich.

ALPHA MOLYKOTE CORP., 65 Harvard ave., Stamford, Conn. Molykote lubricants. Alfred Sonntag, pres.; David M. Noltie, vice-pres.; John Toms, secy.; Christine Sonntag, treas.; George Walsh, adv. mgr. **Adv. Agcy.**—George Walsh, Vineland, N. J.

ALSOL PRODUCTS CO., 154 Clifford st., Newark, N. J. Auto wax, white tire spray, bug remover, spot and tar removers, auto wash, upholstery shampoo, window, parts, radiator and block cleaners, shock absorber fluid, rubbing compounds, black rubber dressing, chrome polish, cooling system cleaners and sealer, water pump lubricant and rust inhibitors, leather cleaner, silicone polish and cleaner. A. I. Furman, pur. agt., partner; H. S. Furman, partner. **Adv. Agcy.**—Erland Advertising Agency, 18 East 41st st., New York 17, N. Y.

ALTWOOD CO., INC., 1123 Broadway, New York 10, N. Y. Leather luggage, airplane luggage, brief cases, salesmen's cases, travel bars, picnic baskets, custom-made luggage covers, plastic adv. specialties. B. J. Rudikoff, D. F. Rudikoff, officers; B. J. Roberts, sales and adv. mgr.

ALUMINUM ALLOYS CORP., 6650 W. Walton ave., Detroit 10, Mich., Aluminum castings—sand and permanent molds; automotive and aeronautical pistons; Ray Day pistons. Ray E. Day, pres.; Stanley R. Day, vice-pres., gen. mgr. and sales mgr.; L. A. Gerber, treas. and pur. agt.; Patrick W. Kennedy, supt.

ALUMINUM CO. OF AMERICA, Alcoa bldg., Pittsburgh 19, Pa. Aluminum sheet, Alclad sheet, wire, cables, castings, forgings, plate, extruded shapes, rod and bar, structural shapes, screw machine products, rivets, impact extrusions, tube, trailer and truck wheels, pistons, finishing, fabricating and engineering development facilities (Cleveland, Ohio and New Kensington, Pa.) Roy A. Hunt, chmn. exec. com.; Alfred M. Hunt, secy.; E. B. Wilber, treas.; F. L. Magee, exec. vice-pres.; I. W. Wilson, pres.; R. V. Davies, vice-pres. and sales mgr.; Arthur P. Hall, vice-pres. chge. of pub. rel. and adv.; Thomas D. Jolly, vice-pres., chief engr.; Ralph O. Keefer, pur. agt., W. S. McChesney, mgr., Ind. sales.; Alcoa bldg., Pittsburgh 19, Pa. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, O. B. W. Schellenbach, acct. exec.

ALUMINUM INDUSTRIES, INC., 3670 Werk Rd., Cincinnati 11, O. Aluminum castings; hardened, ground and forged steel parts; aluminum pistons, automotive valves, aluminum paints and concrete curing compounds; automotive replacement engine and chassis parts. Harrison O. Ash, pres. and gen. mgr.; Thomas L. Humble, vice-pres.; Robert Diefendorf, treas. and contr.; R. W. Bowman, vice-pres. paint div.; E. Schnell, works mgr. (Valve div.); W. Klayer, works mgr. (Fdry. div.); R. E. Hater, sales mgr. (Fac. Sales div.); S. M. Kennedy, sales mgr. (Serv. Div.); F. A. Peluso, ind. and public rel. dir.; W. M. Jacob, chief engr. **Det. Rep.**—W. J. Bemb, vice-pres., customer relations; Geo. Stark, Robt. Beaupre, 607 Fisher bldg. **Adv. Agcy.** — Keelor & Stites Co. Cincinnati 2, O. P. R. Hume, acct. exec.

ALVIN PRODUCTS, INC., 20-22 Houghton ct., Worcester 4, Mass. Cold metal solder and filler for auto-body repairs and industrial use, plastic impregnated, fabric patch. C. C. Turner, pres., treas. and gen. mgr. **Adv. Agcy.**—Adcraft, Worcester, Mass. Albert J. Charron, acct. exec.

ALVORD-POLK TOOL CO., Millersburg, Pa. Reamers, milling cutters, end mills, counterbores, spotfacers. M. Edw. Wilt, pres., treas., gen. mgr.; W. A. Shatto, vice-pres.; George F. Wilt, secy., wks. mgr.; O. R. Epler, sales mgr., pur. agt. **Det. Rep.** — Kettenring Tool Co., 11646 Hamilton Ave.

AMALIE DIVISION, L. Sonneborn Sons, Inc., Franklin, Pa. Lubricating oils for automotive and Diesel engines and complete line of automotive lubricants and greases. C. H. Remmel, sales mgr.; W. E. Hoyer, adv. mgr. **Det. Rep.**—James D. Mahoney, 340 S. Rogers st., Northville, Mich. **Adv. Agcy.**—Clifford A. Kroening, Inc., Cleveland, O. Clifford Kroening, acct. exec.

AMERICAN AUTO-FELT CORP., 630 Myrtle st., N.W., Grand Rapids 4, Mich., Pads and padding, cotton batts, cotton

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Again this year...

FORD

Who's Who in the Auto Industry

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and automotive sewed parts. W. W. Hoagland, pres.; Carl H. Richards sr., Joe Ginsburg, Steve F. Selby and Carl H. Richards jr., vice-presidents; H. C. Ripley, secy-treas.

AMERICAN AUTOMATIC DEVICES CO., 530 S. Throop st., Chicago 7, Ill. Rubber rim mirrors, clearance lights, foto-ray reflectors, flares and flare accessories, gas tank caps, pedal pads, etc. Oliver C. Ritz-Woller, pres., treas., gen. mgr.; Z. C. Ritz-Woller, vice-pres., secy.; W. G. MacMann, sales mgr.; Perry H. Renwick, chief engr.; Gene Paprota, pur. agt.

AMERICAN BODY & TRAILER, INC., 1500 Exchange ave., P. O. Box 1150, Oklahoma City, Okla. Manufacturers of aluminum dry freight and refrigerated van trailers; grain, oilfield, livestock trailers; refrigerated milk, frozen food and beverage bodies. R. R. King, pres.; A. J. Hankinson, vice-pres.; Cliff Barrett, exec. vice-pres. and gen. mgr.; Overton Howard, sales mgr.; Roger Hartman, pur. agt.; Gene Dishman, parts and acces. mgr. **Adv. Agcy.**—Erwin-Wasey and Co., Oklahoma City, Okla. Ellis Gibson, acct. exec.

AMERICAN BOSCH DIV., American Bosch Arma Corp., 3364 Main st., Springfield 7, Mass. Aircraft and industrial magnetos, automotive generators, voltage regulators, ignition transformers, electric windshield wipers, small motors, fuel injection equipment, jet engine components. Charles W. Perelle, pres. of corp.; Foster N. Perry, exec. vice-pres.; Sidney E. Miller, John H. Flashkamper, Harold R. Sennstrom and Kenneth F. Leaman, vice-presidents; Raymond C. Farrell, contr.; Richard C. Keane, mgr. electrical sales; Leslie R. Sarna, mgr. diesel injection sales; W. Thomas Stark, mgr. special products; F. J. Mackey, mgr. serv. sales; Raymond L. Vaughn, adv. mgr.; Fred Behrens, serv. mgr.; Clifford Billingham, pur. agt.; Francis G. Miller, traf. supervisor. **Det. Rep.** — Richard S. Jay, 10130 W. McNichols, Detroit 21, Mich. **Adv. Agcy.** Humbert & Jones, New York, N. Y. Ralph C. Jones, acct. exec.

AMERICAN BRAKE SHOE CO., Kellogg Div., 97 Humboldt st., Rochester 9, N. Y. Air compressors. William T. Kelly jr., pres.; George N. Decker, first vice-pres.; J. Robert Pauline, vice-pres.; Fred L. Cogswell, vice-pres.; William J. Foley, serv. mgr.; Donald S. Judd, pur. agt. **Det. Rep.**—Don Sullivan, 4600 Merritt ave. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., 1501 Euclid ave., Cleveland, W. W. Horine, acct. exec.

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AMERICAN CAN CO., 100 Park ave., New York 17, N. Y. Antifreeze, motor oil, auto polish (wax, liquid and paste), radiator cleaner, enamel, paint, touch-up and fuel additive cans. W. C. Stolk, pres.; D. B. Craver, vice-pres.; F. G. Jewett, adv. mgr.; C. S. Stephens, commodity mgr. **Det. Rep.**—R. G. Warmbold, 7430 Second blvd. **Adv. Agcy.**—Compton Advertising, Inc., New York, N. Y. Willard Higgen, supervisor.

AMERICAN CHAIN & CABLE CO., INC., Automotive & Aircraft Co., 601 Stephenson bldg., Detroit 2, Mich. Tru-stop drive shaft emergency brakes, brake cable controls, push-pull controls. C. N. Johns, pres.; Harry Williams, vice-pres., sales mgr.; A. C. Laske, secy.; Stanley Mann, treas.; A. H. Kapnick, works mgr.; E. V. Creagh, adv. mgr., sales prom. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn., Chicago 11, Ill. James O. Peck, acct. exec.

AMERICAN CHAIN DIV., American Chain & Cable Co., Inc., 454 E. Princess st., York, Pa. Tire chains, farm tractor chains, cotter pins, towing and sling chains, tire chain tools, tire chain repair parts. W. F. Wheeler, chmn. of the bd.; C. N. Johns (N. Y.), pres.; W. D. Kirkpatrick (York, Pa.), vice-pres.; A. C. Laske, secy.-Treas.; Stanley Mann (Bridgeport), treas.; J. J. Thiebauth (York, Pa.), products mgr., sales; E. S. Lathrop (York, Pa.), plant mgr.; Clifford G. Strote (Bridgeport), dir. of pur.; H. G. Wineman, pur. agt. (York, Pa.); E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

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AMERICAN FELT CO., Glenville, Conn. Wool felts, S.A.E. felts, oil foil seals, wicks, rolls, sheets, strips (cut to specifications). W. H. Lehmberg, pres.; J. F. Marshall, vice-pres., gen. mgr.; H. Boeddinghaus, vice-pres.; Geo. S. Mumford jr., secy.; J. H. Burnes, treas.; J. F. Marshall, sales and adv. mgr.; Ward Seeley, asst.; C. E. Foggett, chief engr.; K. R. Peattie, pur. agt.; G. P. McShane, asst.; H. F. Roche, traf. mgr. **Det. Rep.**—H. B. Foersterling, mgr.; F. G. Seaver, supt., 3000 E. Jefferson ave., Detroit 7, Mich. **Adv. Agcy.**—St. Georges and Keyes, Inc., 250 Park ave., New York 17, N. Y.

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distr. and marketing; E. W. Bernitt, vice-pres. of auto mfgrg. and procurement; M. F. Moore, vice-pres. of auto res. and engrg.; John W. Raisbeck, Nash sales vice-pres.; N. K. VanDerzee, Hudson sales vice-pres.; Charles T. Lawson, exec. vice-pres. of appl. div.; B. A. Chapman, vice-pres. and gen. mgr. of Kelvinator; W. L. Jeffrey, vice-pres. of Kelvinator sales; Stuart G. Baits, vice-pres. and gen. mgr. of spec. prod. div.; Lawrence A. Philipp, vice- pres. of appl. res. and engr.; E. H. Wilcox, vice-pres. of Kelvinator expt. sales; Joseph W. Eskridge, vice-pres. of mfgrg., spec. prod. div.; Donald P. Else, compt.; W. H. McGaughey, dir. of comms. and mgt. dev.; Fred L. Black, spec. asst. to pres.; Floyd Kishline, chf. engr.; J. A. Lee, dir. of auto pur.; J. W. Mueller, Kenosha wks mgr.; Julius Riedl, Milwaukee wks. mgr.; George Beld, Grand Rapids wks. mgr.; W. F. Poupard, Detroit fac. mgr.; E. E. Anderson, dir. of styling; W. B. Ramsey, dir. of fit. sales; R. T. Purdy, mgr. of auto expt. div.; Howard E. Hallas, dir. of pub. rel. **Adv. Agcy.**—Geyer Advertising, Inc., John Henry, acct. exec.; Brooke, Smith, French, & Dorrance, George Johnson, acct. exec.

AMERICAN MUFFLER CO., 1280 Tremont st., Boston 20, Mass. Hand choke adapters, auto clothes carriers, tailpipe hangers, muffler clamps, keytainers, key blanks. Alex Karpoff, pres.; Jacob Leader, gen. mgr.; George Tucker, wks. mgr.; Malvin Blotcher, sales mgr. **Det. Rep.**—Mark Berman, 2722 Webb ave. **Adv. Agcy.** — Hirshon-Garfield Co., Boston, Mass.

AMERICAN OCTANATOR CORP., 2107 Industrial Trust bldg., Pawtucket, R. I. Air filter and humidifying device, magnetic, radiator cleaner and water softening device, direction signal and rear view mirror. Antoine Gazda, pres.; Robert Ferret, vice-pres., secy-treas.; C. S. Morrell, sales and plant mgr.

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AMERICAN SPONGE & CHAMOIS CO., INC., 49-51 Ann st., New York 38, N. Y. Natural sponges, cellulose sponges, domestic chamois, imported English and French chamois, Loofas, cleaning cloths, car washing mitts. Arthur J. Sloss, pres.; Edward C. Riley, exec. vice-pres., gen. mgr.; Sam C. Ness, Jerome M. Stern, vice-presidents; James L. Schatz, secy.; Charles L. Lipsig, treas. **Det. Rep.**—John J. Mansell, 1423 Franklin st., Detroit, Mich. **Adv. Agcy.**—Curtis Adv. Co., 270 Park ave., New York, N. Y.

AMERICAN SPRING & WIRE SPECIALTY CO., 816 N. Spaulding ave., Chicago 51, Ill. All types of springs; compression, extension and torsion; wire forms and light metal stampings. Stanley P. Dyba, pres.; I. H. Dyba, vice-pres.; E. C. Spaak, wks. mgr.; Paul R. Thompson, asst. sales mgr.; John Shields, chief engr.; Henry L. Schroeder, pur. agt.; Karl Kalas, asst.; E. F. Lessner, traf. mgr.; Lucille Wesner, pub. rel. mgr. **Det. Rep.** — E. H. VanNorwick, 199 Pierce st., Birmingham, Mich.

AMERICAN STEEL & WIRE, Div. U. S. Steel Corp., Rockefeller bldg., Cleveland 13, O. Cold rolled and stainless steel strip, springs, spring wire, control cable. W. F. Munford, pres.; H. M. Francis, vice-pres in chge. of sales; John Graham, gen. sales mgr.; O. B. Stauffer, adv. mgr. **Det. Rep.** — E. A. Murray, Dist. Sales Mgr., General Motors Bldg., Detroit, Mich.

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AMERICAN WINDOW GLASS CO., 9 West Park Way, Pittsburgh 12, Pa. Safety glass. O. G. Schwenk, pres.; J. L. Williams, exec. vice-pres.; C. M. Wescott, vice-pres., sales; H. D. Menoher, gen. supt. factories; C. F. Wood, chief engr.; H. W. Stedeford, pur. agt.; W. T. Lowe, traf. mgr.; John Morris, dir. indl. rel.; **Det. Rep.** — S. G. Eichler, 5-155 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—W. S. Walker, Oliver bldg., Pittsburg, Pa.

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AMMCO TOOLS, INC., 2100 Commonwealth ave., North Chicago, Ill. Honing machines, cylinder hones, brake cylinder hones, brake bleeders, brake efficiency testers, small bore hones, brake cylinder surfacing hones, cylinder surfacing hones, torque wrenches, line boring machines, ridge reamers, brake gauges, brake shoe grinders, brake drum mikes, drum lathes, pin vises, foot switches, connecting rod aligners. Fred G. Wacker jr., pres.; Charles H. Wacker, exec. vice - pres.; Martin W. Bazner, sr., vice-pres., sales; J. Haynes, secy.; Frank C. Westphal, treas.; Frank Van Parys, plant mgr.; R. D. Stevenson jr., adv. and serv. mgr.; Robert Billeter, vice-pres., engr.; Art Komarek, pur. agt. **Adv. Agcy.**—Arthur R. Mogge, Inc., 333 N. Michigan ave., Chicago, Ill. Ed J. Lund, acct. exec.

AMOS MOLDED PLASTICS, Div. of Amos-Thompson Corp., South Kyle st., Edinburg, Ind. Injection molded thermoplastic parts. Dale Amos, pres.; J. C. Kazimier, vice-pres.; Frank Dell, sales mgr.; Dale Hickey, chief engr.; H. L. Conover, secy. & adv. mgr. **Det. Rep.**—Fred A. Cole, 225 East Baltimore ave., Detroit 2, Mich. **Adv. Agcy.**—Caldwell, Larkin & Sidener and Van Riper. Indianapolis, Ind. Horace Moorman, acct. exec.

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AMPLEX ENGINEERING CO., INC., 2510 Grand ave., New Castle, Ind. Die cast automobile wheel balancing weights. W. N. Waters, pres., gen. mgr.; Russell Waters, vice-pres., wks. mgr.; Ruth Hays, secy. **Adv. Agcy.**—Bob Robinson Adv. Agency, Muncie, Ind.

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ANDERSON CO., THE, 1075 Grant, Gary, Ind. Windshield wiper blades, wiper arms, motors, automatic vacuum wiper motor regulators, windshield washers and solvent, outside rear-view mirrors and granulated hand soap. John W. Anderson, pres. and gen. mgr.; Edward Larson, exec. vice-pres., treas.; Richard S. Melvin, secy.; K. W. Wittenberg., wks. mgr.; H. G. Rudd, gen. sales mgr.; S. J. Okleja, chief tool engr.; C. E. Hulbert, pur. agt. **Det. Rep.**—J. J. Griffin, 1010 Fisher bldg., Detroit. **Adv. Agcy.**—Reincke, Meyer & Finn, Chicago, Ill. Wallace Meyer, acct. exec.

ANDERSON-PRICHARD OIL CORP., Liberty Bank bldg., Oklahoma City 2, Okla. By-products of petroleum. Roland Rodman, pres.; C. H. Dresser, Ind. sales vice-pres.; Neale Boyd, secy., treas.; R. C. Arnold, pur. agt.; James R. Lewallen, traf. mgr.; W. G. Hume, sales prom. mgr. **Det. Rep.**—Grow Solvent Co., 14100 Stansbury ave., Detroit 27, Mich. **Adv. Agcy.**—Erwin Wasey Co., First National Bank bldg., Oklahoma City, Okla.

ANDREWS-ALDERFER CO., 1055 Home ave., Akron 10, O. Fabricushion and foam rubber. Sterling W. Alderfer, pres., sales mgr.; Frank Humiston jr., exec. vice-pres., secy.; Arlo Shook, prod. vice-pres., gen. mgr.; Harry Evans, treas.; Jay R. Hess, adv. mgr.; M. Foster Fraleigh, chief engr.; Richard Shoemaker, pur. agt. **Det. Rep.**—Gardner Staunton, 406 Fisher bldg. **Adv. Agcy.**—

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Again this year...

MERCURY

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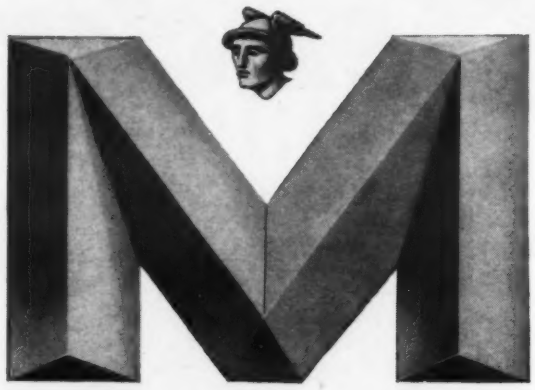

Who's Who in the Auto Industry

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Grey Advertising Agency, New York, N. Y. **B. I. Brownold, acct. exec.**

ANGIER CORP., 50 Fountain st., Framingham, Mass. Waterproof and greaseproof wrapping, shipping and building papers, plain, creped and reinforced, corrosion preventive papers. Albert J. Thiel, pres. and treas.; Malcolm J. Odell, vice-pres.; Dorothy E. Dwyer, secy.; Victor Schiesske, pur. agt.; Everett D. Cookson, sales mgr.; ind. div.; Ernest R. Dearborn, plant engr.; Leonard F. Hanna, asst. treas. **Det. Rep.**—Sidney M. Davey, 14255 Schaefer. **Adv. Agcy.**—Larcom-Randall, Boston, Mass. Edward W. Fischel, acct. exec.

ANSONIA MILLS, INC., 350 Fifth ave., New York, N. Y. Elastic fabrics, David F. Squire, pres.; Abram Berkowitz, secy.; Leonard K. Berkowitz, treas. and chmn., wks. mgr.; David F. Squire, sales mgr. **Adv. Agcy.**—Bachenheimer-Lewis, Inc., New York, N. Y.

ANTHES FORCE OILER CO., 20th st. and Ave. M., Fort Madison, Ia. Highway safety equipment (flares, fusees, flags, reflectors, mirrors, directional signals, clearance and marker lights, stop lights, fire extinguishers, first aid kits). Highway trouble kit for passenger cars. G. P. Anthes, pres.; A. Anthes Smith, vice-pres., sales mgr.; Carl E. Eveland, secy., treas. and pur. agt.; W. P. Tolbert wks. mgr.; W. P. Tolbert jr., chief engr. **Det. Rep.**—M. M. Wendell Co., 8-254 General Motors bldg. **Adv. Agcy.**—Clement T. Hanson, Moline, Ill.

ANTHONY CO., Streator, Ill. Dump bodies, hydraulic hoists, farm body hoists and boxes, elevating tailgates. G. A. Duis, pres.; C. H. Worrells, vice-pres., sales; R. M. Quin, vice-pres. of operations (includes chief engr.); P. B. Heflin, secy.; J. E. Lyons, treas.; W. E. Goebel, parts and serv. mgr.; C. Tapley, pur. agt.; M. Ryan, traf. mgr. **Det. Rep.**—Frank L. Jursik, 21415 Mount rd., Base Line, Mich. P.O. Box, 307. **N. Y. Rep.**—Howard E. Campbell, Harborside Terminal bldg., Jersey City, N. J.

ANZICK MFG. CO., 23675 Mound rd., Van Dyke, Mich. Auto body door replacement panels (steel); Experimental and sample auto body sheet metal parts fabrication. A. J. Anzick, pres.; W. Stansberry, vice-pres.; **Det. Rep.**—Roy Baldwin Co. **Ind. Rep.**—Richard Pope. **Adv. Agcy.**—Brindley Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

APEX MANUFACTURING CO., 1501 Powell st., Emeryville 8, Calif. Portable oil drain, garden tractors, quick oil changer, hand and air operated oil dispensers, paper towel dispensers. Lloyd A. Johnson, pres.; Mary Johnson, vice-pres.; Joseph P. Carlevaro, vice-pres., gen. mgr., chief engr.; David P. Perreira, secy.-treas., pub. rel. mgr., pur. agt.; Kelsey J. Woods, purch.; Milton E. Cameron, export div. mgr.

APPLETON ELECTRIC CO., 1701-59 Wellington ave., Chicago 13, Ill. Spotlights, utility lights. Arthur I. Appleton, pres. F. W. Wehrheim, vice-pres., sales; I. W. Strong, exec. vice-pres.; W. E. Schroeder, treas.; L. Markshaller, Lighting div. mgr.; J. W. B. Foringer, ind. rel.; M. Schreiber, secy.; Elmer V. Aldridge, asst. vice-pres. sales; George Fauser, sales mgr., auto div.; J. O. Howard, mgr. adv. dept.; W. A. Robertson, pur. agt.; J. Janecko, asst. **Det. Rep.**—H. A. Buegel, 18035 James Couzens hwy., Detroit. **Adv. Agcy.**—Kencliffe, Breslich & Co., Chicago, Ill. Herman Breslich, acct. exec.

APPLIED ARTS CORP., 365 Lane ave., S.W., Grand Rapids 4, Mich. Precision metal stampings, plating, and assemblies for automotive and home appliances. Clark E. Pardee, sales mgr. Detroit sales office, 409 Curtis bldg., Detroit 2, Mich.

ARCO CO., THE, 7301 Bessemer ave., Cleveland 27, O. Subsidiary of American-Marietta Co. Fast drying enamel, lacquers, synthetic enamels, lacquer and synthetic blacks, undercoats, thinners, rubbing compounds, color bars, color machines, drying lamps, color shading lamps. Kenneth E. Clarke, pres.; E. Spoerry jr., exec. vice-pres.; J. H. Libbey, works mgr.; E. N. Grossman, sales mgr.; E. J. Offermatt, asst. sales mgr.; A. F. Berliner, adv. and sales promotion mgr.; E. J. Barnhart, chief engr.; L. J. Esther, pur. agt.; Robt. Baker, asst.; E. J. Surtz, traf. mgr. **Adv. Agcy.**—Bayless, Kerr Co., Hanna bldg., Cleveland, O. L. A. Schweizer, acct. exec.

ARKANSAS FUEL OIL CORP., P. O. Box 1117, Shreveport 4, La. Petroleum and petroleum products. R. L. Kidd, pres.; H. T. Goss, vice-pres.; J. A. Welch, vice-pres. and mgr. mktg. div.; Burl S. Watson and Erle G. Christian, vice-presidents; P. H. DuVal, vice-pres. and mgr. oil pipeline div.; J. S. Sheffield, secy.; M. J. Lasseigne, treas.; G. E. Cole, mgr., exploration div.; R. W. Sole, gen. supt.; F. H. Ramseur, mgr., natural gas div.; A. W. Trusty, chief chemist; George Conger, atty.; L. F. Babcock, chief engr.; C. Shinault, dir., serv. dept. (purchasing); Lester Moore, adv. mgr.; V. H. Luneborg, dir. of personnel.

ARLINGTON ALUMINUM CO., 19011 W. Davison, Detroit 23, Mich. Component parts from aluminum sheet or extrusions; aluminum display frames; aluminum tripod easels. Grant Folin, pres.; David S. Howell, vice-pres. mfg. **Adv. Agcy.**—Thomas & Brewer, Dearborn 7, Mich. Don Brewer, acct. exec.

ARMCO STEEL CORP., 703 Curtis st., Middletown, O. Stainless steel sheets, strip, plate, bars, wire and angles, galvanized steel sheets, zinc-coated steel sheets, strip; aluminum-coated sheets; steel tubing. W. W. Sebald, pres.; L. T. Johnston, vice-pres., sales; Frank Fanning, vice-pres. operations; E. A. Correa, secy.; F. D. Danford, treas.; W. B. Quail, mgr. sales div.; R. K. Leedon, adv. mgr.; W. F. Tuttle, chief engr.; J. S. Thomas, pur. agt.; E. H. Dorenbusch, gen. traf. mgr.; H. W. Wright, pub. rel. **Det. Rep.**—P. F. Pardonner, General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—N. W. Ayer & Son, Inc., Philadelphia, Pa. C. F. Charlton, acct. exec.

ARMOUR AND CO., N. Benton rd., Alliance, O. Coated abrasions. R. L. Reeves, gen. mgr.; R. N. Christensen, gen. supt.; R. L. Heininger, sales mgr.; R. J. Fete, plant supt.; E. J. Hart, office mgr.; H. M. Wilson, pur. agt. **Det. Rep.**—M. J. Morrison, 75 Oakman blvd., Highland Park 3, Mich. **Adv. Agcy.**—Foote-Cone-Belding, Chicago, Ill.

ARMSTRONG CORK CO., Liberty st., Lancaster, Pa. Gaskets, seals, packings, sound and vibration dampening felt, adhesives, fiber sheet packings, mechanical specialties, natural cork products, resilient friction materials, cork composition products, relisient floorings, wall coverings, acoustical materials, insulation products, refractories. C. J. Backstrand, pres.; Kenneth O. Bates, exec. vice-pres.; C. N. Painter, vice-pres. and gen. mgr., floor and indus. operations; Keith Powlison, vice-pres., secy.; M. J. Warnock, vice-pres.; W. B. Tucker, gen. sales mgr., ind. div.; H. C. Simpson, mgr., floor prod. dept.; R. M. Hill, mgr., friction material dept.; C. B. Grove, mgr., gaskets & packing dept.; D. P. Paiste, mgr., felt and fibrous prod. dept.; A. J. Slosser, mgr., ind. adhesives dept.; D. P. Paiste, asst. gen. sales mgr. ind. div.; C. T. Potts, mgr. felt & fibrous products; Max Manzhaf, dir. of adv., prom.; Roy Minet, head, ind. creative sec. of adv. and prom. dept.; G. A. Reinhard jr., chief engr.; M. L. Lampe, gen. pur. agt. **Det. Rep.**—Armstrong Cork Co., 10th Floor, Free Press bldg., 321 Lafayette ave., W. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, New York, N. Y.

ARMSTRONG-NORWALK RUBBER CORP., Div. of Armstrong Rubber Co., 20 Glover ave., Norwalk, Conn. Foam rubber, re-tread rubber (camelback), tire repair materials, foam rubber products. F. Machlin, pres.; J. A. Walsh sr., chmn. of bd.; F. L. Dwyer, treas.; C. E. Rueckert, vice-pres. and gen. mgr.; L. Sklarz jr., adv. mgr.; A. A. Hall, sales mgr.; R. L. Carlson, foam prod. mgr.; H. M. Montague, plant engr.; A. B. Nordin, pur. agt.; B. S. Anschutz, buyer.

ARMSTRONG RUBBER CO., 475 Elm. st., West Haven 16, Conn. Passenger, truck, farm tractor, special purpose tires and tubes, foam rubber. James A. Walsh sr., chmn. bd. of directors; Frederick Machlin, pres.; Charles K. Novotny, vice-pres. mfg.; Eugene A. Roberts, vice-pres. research and development; John H. Fielding, vice-pres.; Paul L. Giblin, vice-pres., sales; Frank L. Dwyer, vice-pres.; secy.-treas.; James A. Walsh jr., vice-pres.; Frederick E. Buddenhagen, vice-pres.; Charles E. Rueckert, vice-pres. Leo Sklarz jr., adv. mgr.; J. B. Florence, chief engr.; A. B. Nordin jr., pur. agt.; Edw. Bates, traf. mgr. **Adv. Agcy.** — The Blow Co., Inc., New York, N. Y. William Mahu, acct. exec.

ARN-WOOD CO., 610 W. Colfax ave., Denver 4, Colo. Coil spring spacers, chassis parts and alignment correction tools. R. S. Arnold, Partner; C. E. Woodend, Partner.

ARNDT-PALMER LABORATORIES, INC., Melvindale, Mich. Manufacturer of automotive interior appearance reconditioning materials. W. P. Palmer, pres.; R. G. Arndt, secy.-treas.

ARNOLT, INC., S. H., 415 East Erie st., Chicago 11, Ill. Importers and distributors of MG, Nardi, Morris, Aston Martin, Riley, Daimler. Manufacturers of Arnolt-MG Car., Arnolt-Bristol. S. H. Arnolt, pres. and treas.; James Clark Smith, vice-pres. and secy.; Jack Y. Nakagawa, wholesale mgr. **Adv. Agcy.**—Allan Marin & Associates, 624 South Michigan ave., Chicago, Ill.

ARO EQUIPMENT CORP., Enterprise and Trevitt, Bryan, O. Lubrication equipment, air tools, aircraft products and grease fittings. J. C. Markey, pres.; M. J. Anderson, vice-pres. & gen. mgr.; R. W. Morrison, vice-pres.; L. L. Hawk, secy.-treas.; G. S. King, adv. mgr. **Det. Rep.**—J. C. Hurley. **Adv. Agcy.**—Beeson-Reichert, Inc., Toledo, O.

ARO TOP SALES CO., 191 Webster st., W. Newton 65, Mass. Replacement convertible tops, plastic top covers, plastic rear curtains, top pads, rear quarter pads. J. R. Hamlin, gen. mgr.; George Shapiro, sales mgr.; Quentin Hamlin, asst. sales mgr. **Adv. Agcy.**—Cotter Advertising Agency, Boston, Mass.

ARROW ALUMINUM CASTINGS CO., 3135 Berea rd., Cleveland 11, O. Aluminum sand, die castings and permanent mold castings. Peter J. Petto, pres.; Peter J. Petto jr., vice-pres.; R. B. Wolff, treas. and pur. agt.; J. E. Simon, gen. mgr. **Det. Rep.**—Hutchinson Sales Co., 2832 E. Grand blvd., Detroit 11, Mich.

ARROW ARMATURES CO., 15 Fordham rd., Boston 34, Mass. Field coils, rebuild auto generators, starters and armatures. Albert S. Holzwasser, pres.; Albert G. Harnish, gen. mgr.; James P. Ledbetter jr., works mgr.; H. A. Holzwasser, sales mgr.

ARROW SAFETY DEVICE CO., Holeman st., Mount Holly, N. J. Automotive lighting and safety equipment. A. Hopkin jr., pres.; Paul F. Middleton, secy. and gen. mgr.; William Hopkin, treas.; Roy Johnson, wks. mgr.; Henry D. Lodge, sales mgr.; Robert R. Rossi, chief engr.; William M. Hartranft, pur. agt.; V. J. Sears, plant mgr., Georgetown, Del. plant No. 2. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa.

ARROW TOOL & REAMER CO., 418-422 Livernois, Detroit 9, Mich. Cutting tools, end mills, reamers, drills, counterbores, live centers, carbide tools. Robert H. Wolfe, pres., treas. and gen. mgr.; H. I. Wolfe, vice-pres.; W. W. Wolfe, secy.; J. R. Davis, factory supt.; B. J. Fox, chief engr.; N. J. Fisher, pur. agt. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. Chas. F. Pineau, acct. exec.

ARTER GRINDING MACHINE CO., 15 Sagamore rd., Worcester 5, Mass. Rotary surface, automatic piston ring, automatic cylindrical and internal grinders. Harry Arter, pres.; William Arter jr., vice-pres. and treas.; Albert B. O'Donnell, sales, adv. and sales prom. mgr.; A. Sangster, chief engr. **Det. Rep.**—Riordan Machinery Co., 213 Curtis bldg. **Adv. Agcy.**—John Odlin, Worcester, Mass.

ARTISAN METAL WORKS CO., 11400 Madison ave., Cleveland 2, O. Sheet metal fabrications, cases, cabinets, cabs, radiator shrouds, guards, tables, tanks,

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Who's Who in the Auto Industry

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etc. J. G. Allen, pres.; D. A. MacRitchie, vice-pres., sales mgr.; B. O. Miller, secy.; W. A. C. Miller III, treas.; W. D. Ford, pur. agt. **Adv. Agcy.**—Wellman Buschman & Hines, Inc., Cleveland, O. Bob Wellman, acct. exec.

ARVIN INDUSTRIES, INC., 13th and Big Four RR, Columbus, Ind. Contract automotive parts. Arvin car heaters. Glenn W. Thompson, pres. and chmn. of bd.; Harlan B. Foulke, Fred E. Daniel, John C. Marshall, Lawrence E. Simons, Orphie R. Bridges, Eldo H. Stonecipher, Yandell C. Cline, Edmund Ludlow, vice-presidents; Gordon T. Ritter, secy.; T. Earl Robinson, treas.; James Jewell, adv. mgr.; Robert Schaerges, automotive sales mgr.; Don Shumway, automotive asst. sales mgr.; Dick Williams, sales director, electronics and appliances division; Thomas A. Danner, automotive chief engr.; Carl E. Boswell, traf. mgr. **Det. Rep.**—Chester L. Snyder and Joe T. Atkins, 17711 West McNichols rd., Detroit 35, Mich. **Adv. Agcy.**—Roche, Williams & Cleary, Chicago, Ill. Miner F. Williamson, acct. exec.

ASBESTOS MFG. CO., Sabine st., Huntington, Ind. Automotive and industrial brake linings and friction material, clutch facings, automotive and fractional horsepower belts, radiator hose, miscellaneous hoses and bonded brake shoes. W. E. Hill, pres.; Tom Bell, vice-pres. and ind. and original equip. sales mgr.; R. D. Conger, auto. replacement sales service mgr. Original Equipment Sales—10341 W. McNichols Rd., Detroit 21, Mich., B. F. Sprague and N. Bania.

ASHLEY MFG., HARRY K., 2305 Cherry st., San Leandro, Calif. Catalog racks, reflected signs. Harry K. Ashley, pres.; Arthur Morgan, gen. mgr.; Warren Apman, sales mgr.; Dave Mellow, chief engr.

ASHTABULA HIDE & LEATHER CO., 3906 Main ave., Ashtabula, O. Upholstery leather. Wm. J. Hinson, pres.; Edward S. Fitzgibbons, exec. vice-pres.; H. Gay Crawford, treas.; M. C. Howe, secy. **Det. Rep.**—Ryan Sales Engineering Co., 7545 Lyndon ave., Detroit 38, Mich.

ASHTON POWER WRECKER EQUIPMENT, INC., 1701 W. Lafayette, Detroit 16, Mich. Wrecker bodies, power wreckers, extension booms, special equipment. Afton A. Himick, pres.; Frances E. Himick, vice-pres., treas.; Chas. A. Swaby, secy. **Det. Rep.**—Ashton Sales, Inc., 1701 W. Lafayette. Director of Sales—Lue Snelling. **Adv. Agcy.**—Dudgeon, Taylor & Brushke, Inc., Detroit 2, Mich.

ASSOCIATED EQUIPMENT CORP., 5170 San Francisco, St. Louis 15, Mo. Battery chargers, fast cooler fans, fast cutter power mowers, associated kar-starts. Ralph Casey, pres., gen. mgr., sales; Glen A. Delf, vice-pres.; Arthur Wedler, secy.; George A. Delf, treas.; Carl T. Busse, serv. mgr.; Robert L. Wolf, chief engr.; Lee J. Thomure, pur. agt. **Det. Rep.** — Erry S. Loewenthal, 13444 Fenkell st., Detroit, Mich. **Adv. Agcy.**—Charles W. Bolan Organization, St. Louis, Mo. Charles W. Bolan, acct. exec.

ASSOCIATED PRODUCERS, INC., Detroit 20, Mich. Fillers, cements, adhesives, potting and casting plastics, coatings, strippers, tack rags, The Super Line, refinish shop materials, metallic caulking-sealers. Goo-jet guns and refill cartridges. Charles O. Spillman III, pres.; C. O. Spillman, gen. sales mgr.; G. F. Stewart, plant mgr. and traf. mgr.; M. E. Wells, secy.-treas; Ray B. Boardman, Detroit representative.

ASSOCIATED SUPPLIERS CO., 2736 Clearwater st., Los Angeles, Calif. Automotive safety belts. William M. Noe., pres., gen. mgr.; John G. Noe, vice-pres.; Earl T. Stephens, secy.; Hazel V. Noe, treas.; Gene Leonard, sales mgr.; John N. Leonard, chief engr.

ASSOCIATES INVESTMENT CO., and Associates Discount Corp., Associates bldg., South Bend 24, Ind. Automobile financing, commercial and personal loan. Robert L. Oare, chmn.; W. F. Gaunitz, pres.; E. D. Campbell, vice-pres. and treas.; V. B. Hungate and T. C. Dye, vice-presidents; G. A. Waindel, dir. pub. rel. and adv. **Adv. Agcy.**—Doremus & Co., Chicago, Ill. Charles C. Greene, acct. exec.; Wallace-Lindeman, Inc., Grand Rapids, Mich. C. Scott Blakeslee, acct. exec.

ATHOL MANUFACTURING CO., 71 Chestnut Hill ave., Athol, Mass. Vinyl coated fabrics for automobile and truck upholstery and trim. E. A. Clare, pres.; F. L. Ford, vice-pres.; Fred E. Wilcock, treas.; R. M. Tyler, sales mgr.; L. A. Girard, plant supt.; Don Walker, chief engr. **Det. Rep.**—L. Norris Post, 1323 Cambridge rd., Ann Arbor, Mich. **Adv. Agcy.**—Givaudan Advertising, Inc., 34 E. 39th st., New York 16, N. Y. Ben T. Givaudan jr., acct. exec.

ATLANTIC BRAKE LINING CO., 89 Dummer st., Brookline 46, Mass. Brake lining. L. B. Cibley, sales mgr. **Adv. Agcy.**—Parsons, Central and Friedman, Boston, Mass. R. Friedman, acct. exec.

ATLAS ASBESTOS CO., 485 Walnut st., North Wales, Pa. Brake linings, clutch facings. J. Carroll Johnston, pres.; W. H. Johnston, vice-pres. and gen. mgr.; Wm. Wurster, secy.

ATLAS AUTO SEAT COVER CO., 440 Lafayette st., New York 3, N. Y. Auto seat covers in ready made and custom tailored types and related products. Irving Tinkelman, partner; Joseph Weinstock, partner; Alfred O. Bergmann, sales mgr. **Det. Rep.**—Walter Dorr jr., 4139 State st., Saginaw, Mich. **Adv. Agcy.**—DuFine-Kaufman, Inc., 103 Park ave., New York 17, N. Y.

ATLAS BODY CORP., 4150 E. Thompson, Philadelphia 37, Pa. Bodies, trailers. S. A. Berger, pres., gen. mgr.; H. A. Berger, vice-pres., treas.; L. Gold, secy.; L. Fromm, wks. mgr.; C. H. Roberts, sales mgr.; B. Boring, chief engr. **Adv. Agcy.**—Wilfred Jacobi, Philadelphia, Pa.

ATLAS DROP FORGE CO., 209 W. Mt. Hope ave., Lansing 4, Mich. Steel drop forgings. J. V. Melick, pres.; C. G. Ryan, vice-pres. & gen. mgr.; L. L. Melick, vice-pres. & treas.; F. P. Lovewell, asst. sec.-treas; A. O. Peterson, pur. agt.; H. A. Markle, chief engr.; Francis Holland, sales mgr.

ATLAS INTERNATIONAL CO., 1545-47 N. Fairfield ave., Chicago 22, Ill. Replacement convertible tops. Harold H. Carter, pres.

ATLAS PRESS CO., 2505 N. Pitcher st., Kalamazoo 13D, Mich. Precision bench lathes, milling machines, shapers, drill presses, grinders, grinder-hones, bench and floor model tilt arbor saws, jig and band saws, jointers, wood lathes, shapers and sanders. J. E. Penniman, pres.; G. C. Nancarrow, E. Marsland, vice-presidents; Frank Leander, secy.; G. C. Nancarrow, sales mgr.; W. F. Brown, adv. mgr. **Adv. Agcy.**—Stevens, Inc., Grand Rapids, Mich.

ATOMIX, INC., P. O. Box 486, Wilmington, Del. Atolak wax and cleaner. W. H. Fenn, III, pres.; Carsten F. Boe, vice-pres.

ATOMIZED MATERIALS CO., INC., 207 Rauch bldg., Pittsburgh 5, Pa. Kwikmetal cold solder, Kwik-Patch chemical fabric patch. Charles H. Allen, pres.; Regis E. Lynch, vice-pres. and treas.; Suzanne M. Hay, secy.; Charles H. Allen, wks. mgr.; Regis E. Lynch, pur. agt. **Det. Rep.**—Roy Baldwin, 15111 W. Nine Mile rd.

ATTWOOD BRASS WORKS, INC., 303 Douglas st., N.W. Grand Rapids 2, Mich. Automotive, bus, funeral car, taxicab, marine hardware and fittings, automatic screw machine parts. B. H. Cook, pres.; R. C. Griffin, secy.-treas.; J. B. Cook, vice-pres. & gen. mgr.; L. L. Harrison, pur. agt.; C. C. Gravengood, sales mgr.; T. P. Mainzinger, chief engr. **Det. Rep.**—H. B. Stillman, 15529 Woodrow Wilson ave., Detroit, Mich. **Adv. Agcy.**—Van Stee, Schmidt and Sefton, Grand Rapids, Mich. James Van Stee, acct. exec.

AUBURN-CORD-DUESENBERG CO., Div. of Mast Foos Mfg. Co., Auburn, Ind. Parts for various cars no longer in manufacture. Dallas E. Winslow, partner; H. S. Liddell, gen. mgr.

AUBURN SPARK PLUG CO., INC., 89 York st., Auburn, N. Y. Rust proof and chrome plated spark plugs. Jet aircraft spark plugs, spark plug wrench sets and cleaners, aircraft spark plug connectors. C. J. Nolin, pres. and gen. mgr.; A. R. Nolin, vice-pres., sales mgr.; Wm. A. Morgan, secy.-treas.; Stephen M. Webb, adv. and sales prom. mgr.; A. J. Battey, chief engr.; W. E. Norman, traf. mgr.; Payson Derby, pub. rel. mgr. **Det. Rep.**—Frank L. Dwyer & Associates, 1943 Glenn ave., Columbus 12, O. **Adv. Agcy.**—Richard & Webb, Syracuse, N. Y.

AURORA EQUIPMENT CO., Equipto Div., 422 Cleveland ave., Aurora, Ill. Steel shelving, automotive parts bins, tool storage bins, bolt and nut bins, storage bins and shelving, tool stands, work benches, drawer cabinets, lockers, display cabinets. John Dunham, pres.; M. D. Matyas, secy.; Paul Streit, dir. of sales; Floyd D. Keck, treas.

AUSTIN MOTOR CO., LTD. (ENGLAND), 27-29 West 57th st., New York 19, N. Y. Sir Leonard P. Lord, K.B.E., pres.; Louis Michelin, vice-pres.; R. J. Lucas, secy.; J. E. Adams, jr., treas.; A. D. Woods, serv. mgr. Cars distributed and imported in the United States by Hambro Automotive Corp., 27-29 West 57th st., New York 19, N. Y. A. E. Birt, vice-pres.

AUSTIN TRAILER EQUIPMENT CO., Div. of West. Mich. Steel Foundry Co., Muskegon, Mich. Fifth wheels, landing gears, pintle hooks, king pins, piggyback equipment. O. A. Seyferth, pres.; J. R. Seyferth, vice-pres.; R. F. Seyferth, secy.; W. A. Strate, treas.; H. K. Claflin, plant mgr.; C. Jensen, serv. mgr.; Sam Vanderlaan, pur. agt.

AUTO FRICTION CORP., 87 Dummer st., Brookline 46, Mass., and 114 Carter st., Chelsea, Mass. Brake lining. S. A. Comins, pres. and treas.; Adrian Comins, asst. treas.; Herbert C. Conover, production and sales mgr.

AUTO GLASS MFG. CO., 8701 Grinnell ave., Detroit 13, Mich. Safety glass (laminated), laminated glass for automobiles and television. F. D. Knoblock, pres. and gen. mgr.; F. E. Koepel, secy.; E. C. Claes, vice-pres. chge. television sales; R. K. Hill, automotive sales mgr.

AUTO LAMP MFG. CO., 2909 Indiana ave., Chicago 16, Ill. Automotive lighting equipment. Abe Milliman, gen. and sales mgr.; Henri Dibelka, chief engr.; Irwin Newman, pur. agt. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill.

AUTO PRODUCTS MFG. CO., 314 N. Ewing ave., St. Louis 3, Mo. Killark glass tube fuses. Richard M. Lottes, gen. mgr. **Det. Rep.**—W. F. Mathews, 447 New Center bldg., Detroit, Mich.

AUTO SPECIALTIES MFG. CO., Graves st., St. Joseph, Mich. Jacks, disc brakes, malleable iron castings, cast steel crank shafts, J. W. Tiscornia, pres. and gen. mgr.; W. V. Tiscornia, vice-pres.; A. H. Zick, vice-pres. and secy.; Lester Tiscornia, treas.; W. G. Ferrell, vice-pres. mfg.; M. B. Lucker, vice-pres. engr.; S. H. Paul, sales mgr.; A. W. Schultz, sales prom. mgr.; E. Kirchoff, serv. mgr.; E. Millhouse, pur. agt.; K. Bingham, E. Luhrs, asts.; V. C. Ankli, prod. mgr.; L. F. Krieger, pub. rel. mgr. **Det. Sales Rep.**—To mfrs.; D. G. Plue, Don Gotsch and R. C. Kennedy; to jobbers: R. R. Baldwin, 15111 W. Nine Mile rd., Detroit 35, Mich. **Det. Adv. Agcy.**—Van Auken-Ragland & Stevens, Chicago. Ben Caldwell, acct. exec.

AUTO TRUCK EQUIPMENT CO., 8300 Lyndon, Detroit 21, Mich. Manufacturers of auto truck, tow truck wrecker bodies, cranes and equipment. W. H. Kneppreth, pres.; H. F. Kneppreth, vice-pres.; Chas. E. Gerich, secy. and controller; Robert Picotte, works mgr.

AUTO VENTSHADE CO., 4881 Peachtree Industrial blvd., Chamblee, Ga., (Atlanta). Ventshades (rain shields and sun shades for the windows and doors of automobiles). A. R. Phillips, pres.; A. R. Phillips jr., asst. gen. mgr.; Harold W. Goodman, secy. and treas. **Adv. Agcy.**—Lowe & Stevens, 685 West Peachtree, N. E., Atlanta, Ga. John H. Stevens, acct. exec.

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Again this year...

LINCOLN

Who's Who in the Auto Industry

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AUTOCAR DIV. of The White Motor Co., Exton, Pa. Heavy duty motor trucks and tractors. K. A. Roesch, gen. mgr., autocar div.; I. N. Weaver, contr.; B. B. Bachman, dir. of engrg.; A. Geipke, dir. of mfg.; H. L. White, sales mgr.; S. D. Seavey jr., sales prom. asst.; Gordon Stevens, pur. agt.; John Usher, asst. **Adv. Agcy.**—D'Arcy Advertising Co., Cleveland, O. J. C. Toedtman, acct. exec.

AUTOMATIC RADIO MFG. CO., INC., 122 Brookline ave., Boston 15, Mass. Custom built and Universal mount auto, truck and tractor radios. David Housman, pres. and treas.; A. J. Housman, vice-pres. and gen. mgr.; J. J. Grady, secy. and pub. rel. mgr.; Leo Maltzman, works mgr.; E. L. Housman, sales mgr. and adv. mgr.; H. E. Housman, asst. sales and sales prom. mgr.; H. Lawrence, serv. mgr.; John DeMetrick, chief engr.; Frank M. Housman, pur. agt.; J. C. Loring, parts and acct. mgr.; Dave Marks, traf. mgr. **Adv. Agcy.**—Allied Advertising, Boston, Mass.

AUTOMATIC SPRING COILING CO., 4045 W. Thorndale, Chicago 30, Ill. Engine valve springs, other precision mechanical springs, transmission springs, clutch springs. H. J. Bolin, pres.; H. R. Bolin, vice-pres.; M. C. Bolin, treas.; R. G. Lambrecht, asst. gen. mgr.; E. Wennerholm, works mgr.; R. P. Petersen, sales mgr.; R. M. Slafter, pur. agt. **Adv. Agcy.**—Richard Morton Co., Chicago, Ill. Warren Luedtke, acct. exec.

AUTOMATIC STEEL PRODUCTS, INC., 1201 Camden ave., S.W., Canton 6, O. Curtis Franklin, chmn.; Glenn M. Brown, pres. and gen. mgr.; John E. Carnahan, vice-pres.; Adelaide Riker, secy.; Harry F. Tate, vice-pres.; Arnold R. Teunon, treas.; Robert J. Killian, chief engr.; Richard A. DeCorps, pur. agt. **Adv. Agcy.**—Frank B. Johnson, Advertising, Inc.

AUTOMOTIVE AND AIRCRAFT DIV., American Chain & Cable Co., Inc., 601 Stephenson bldg., Detroit 2, Mich. Brake controls, push-pull controls, disc brake for truck and buses, aircraft controls, fittings, assemblies. W. F. Wheeler, chmn. of bd.; C. N. Johns (N. Y.), pres.; Harry Williams, vice-pres., sales mgr. (Detroit); A. C. Laske, secy.; Stanley Mann (Bridgeport), treas.; E. V. Creagh (Bridgeport), adv. mgr.; Clifford G. Strote (Bridgeport), dir. of pur.; M. C. Ness, asst. dir. of pur. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

AUTOMOTIVE BIN SERVICE CO., 10040 Freeland ave., Detroit 27, Mich. Parts storage equip., parts bins, bulk bins, pallet racks, steel shelving, merchandising displays. Rex R. Brubaker, pres.; Everett McRae, vice-pres.; Stan Brubaker, vice-pres.; Roy D. Angers, secy.-treas.

AUTOMOTIVE ENTERPRISES, 10600 Puritan ave., Detroit 38, Mich. Dealer recruiting service to the industry. **Adv. Agcy.** — Richardson-Shaw, Inc., Detroit 35.

AUTOMOTIVE EQUIPMENT MFG. CO., 11000 S. Alameda st., Lynwood, Calif. Lee end lift, garage stands, pneumatic bumper lift, tubeless truck tire changer, air operated Lee bead breaker. A. W. Douglas, pres.; L. F. Reisig, vice-pres. **Det. Rep.**—Erry S. Lowenthal, 13444 Fenkell st., Detroit 27, Mich. **Adv. Agcy.**—Mann Advertising Agency, Los Angeles, Calif.

AUTOMOTIVE FINISHES, INC., 8747 Brandt, Dearborn, Mich. Enamels, lacquers, thinner, reducers, surfacers, primer surfacers, rust stop primers, Novar sealers, glaze and spot putty, undercoaters, tinting lacquers, enamels, metal wash. A. H. Penzel, pres.; George Sonnefeld, vice-pres.; E. C. Ray, secy.-treas.; A. H. Penzel, gen. mgr., pur. agt.; C. R. Hall, sales mgr.; F. W. Wallace, chief engr.; Fred Mueller, traf. mgr. **Adv. Agcy.**—Brindley Roth, Detroit, Mich.

AUTOMOTIVE GEAR WORKS, INC., S. 8th and O sts., Richmond, Ind. Gears. C. E. Hamilton, pres.; G. W. Frame, exec. vice-pres.; R. C. Jacobs, secy.; G. W. Frame, treas.; Lester M. Wright, mgr., sales engrg.; H. B. Tappen, chief engr.; C. H. Lohmann, pur. agt. **Adv. Agcy.**—Kircher, Helton & Collett, Inc., Dayton, O.

AUTOMOTIVE GRILLE CO., 2111 S. Michigan ave., Chicago 16, Ill. Automobile radiator replacement grilles. H. A. Winkelman, pres. & gen. mgr., dir. of sales; R. B. Winkelman, secy.-treas., pur. agt.; L. P. Wolfman, asst. sales & Adv. mgr.; T. Antonini, wks. mgr.

AUTOMOTIVE INDUSTRIES, INC., Main st., Owendale, Mich. Automobile arm rests, truck sleeper cabs. E. G. Wettlaufer, pres.; G. H. Dell, vice-pres., gen. mgr.; J. F. McMullen, secy.; J. MacKenzie, treas.; A. J. Wettlaufer, sales mgr.; Jacques Pellette, asst. sales mgr.; Rome Grubba, chief engr.; A. MacKenzie, pur. agt. **Det. Rep.**—A. J. Wettlaufer, 19000 W. Eight Mile rd., Detroit, Mich. **Adv. Agcy.**—Marvin Hahn Agency, Detroit, Mich.

AUTOMOTIVE INVENTORY SERVICE CO., 10040 Freeland ave., Detroit 27, Mich. Inventory service for automobile dealers, distributors and parts wholesalers. Rex. R. Brubaker, pres.; Don Osborne, gen. mgr. **Det. Rep.**—C. C. Phillips. **Adv. Agcy.**—Creative Services, Detroit, Mich.

AUTOMOTIVE & MARINE PRODUCTS CORP., 87 Harvard ave., Boston 34, Mass. Vapor lubricator for top cylinder lubrication; pressure type lubricators for specific engine installation and for use on diesel equipment, diesel starting injectors, gasoline starting injectors, dual fuel injector system. Draper M. Harvey, pres.; Earle B. Harvey, vice--pres.; Sten Nyberg, treas.; George Glazebrook, corp. clerk. **Det. Rep.**—Elton Eldredge, Detroit, Mich.

AUTOMOTIVE MATERIALS CORP., 23rd floor, Fisher bldg., Detroit 2, Mich. Automotive trim materials, coated fabric and plastic cloth, headlinings, body insulating materials, hair pads, seat pads, trim and binding laces, plastics, nylon and woolen upholstery, cold drawn steel, polishing discs, automotive carpets, jute. L. H. Green, chmn. of bd.; Robert N. Green, pres. and gen. mgr.; R. E. Lawlor, vice-pres.; A. C. Lademann, treas.; E. A. Blanchard, compt.

AUTOMOTIVE PRODUCTS, INC., 1700 S. E. Grand ave., Portland 14, Ore. Diesel testing equipment, magneto fittings, timing analyzers. George H. Ohler, pres.; Rupert E. Perry, vice-pres. and shop foreman; Wm. Glaske, secy.-treas. and pur. agt.; George H. Ohler, sales mgr.

AUTOMOTIVE RUBBER CO., INC., 12550 Beech rd., Detroit 39, Mich. Engineered rubber parts (molded, extruded, form-dipped). Hard rubber products. Rubber-coated metal stampings. Latex specialties: gloves, adhesives and compounds. Sponge rubber (closed-cell type). Industrial linings and coverings. Molded polystyrene and reinforced plastics. Vacuum formed plastics. T. G. Meulenberg, pres.; R. L. Redmond, vice-pres., adv. mgr.; V. M. Keyes, secy.-treas.; R. P. Ganchan, gen. mgr.; R. A. Lees, works mgr.; R. H. Giezen, sales mgr., pub. rel. and sales prom. mgr.; G. C. Ludwig, chief engr.; N. J. Crowe, pur. agt. **Adv. Agcy.**—Zelsy and Associates, Ferndale, Mich. F. Forcier, acct. exec.

AUTOMOTIVE SAFETY DEVICE CO., 280 Sigouiney St., Hartford 5, Conn. Safety devices. Albert W. Becker, pres., treas. and gen. mgr.; Dorothy E. Becker, vice-pres. and secy.

AUTOMOTIVE SERVICE TOOLS, INC., P. O. Box 895, Lansing, Mich. Special service tools for motor trucks, engine valve gauges. Chas. E. Linn, pres.

AUTOMOTIVE SOLVENTS & SPECIALTIES, INC., 22700 Harper, St. Clair Shores, Mich. Tru-Match line of touch-up lacquers, Viso, the all weather windshield washer solvent, T-11 lacquer thinner. C. T. Wells, pres., treas.; E. C. Wells, vice-pres.; F. B. Henderson, secy. **Adv. Agcy.**—L. P. Hicks, Detroit, Mich.

AUTOMOTIVE STAMPING & MFG. CO., 15391 Idaho, Detroit 38, Mich. Stampings, electric outlet and tool boxes, chair controls. G. B. Pingree, pres.; Mrs. E. D. Pingree, vice-pres.; A. L. Lamacchio, plant mgr.; William A. Jayne jr., sales mgr.; Walter VaVerka, chief engr.

AUTOPARTS MFG. CO., 3700 Fenkell, Detroit 38, Mich. Stripfire safety reflective tape, hangrite clothes hanger racks, Hoodlite products, sweep bug deflectors. Albert Chicorel, owner; John W. Smith, wks. mgr.; Frank E. Bair, adv. mgr.

AUTOPULSE CORP., 218 E. Dowland st., Ludington, Mich. Electric fuel pumps, electric fuel lifters for gravity type oil burners; wall pump for large capacity power and gravity type burners. R. M. Eldred, pres. and treas.; Albert M. Stern, vice-pres.; Leonard Turnbull, secy.; D. J. Hegarty, pur. agt. **Adv. Agcy.**—Jaqua, Grand Rapids, Mich.

AUTOTRAY CO., INC., 3901 E. 26th st., Indianapolis, Ind. Under-the-dash Autotrays, window Auto Snack-Bar (Autotray, Jr.). R. C. Black, pres. and gen. mgr.; Joseph A. Ashman, vice-pres., treas. and chief engr.; Okal S. Black, secy. **Adv. Agcy.**—Gary Ruben, Indianapolis, Ind.

AVIS RENT-A-CAR SYSTEM, Motor Mart Garage, Park Square, Boston 16, Mass. Auto and truck rentals. Richard S. Robie, pres.; Sidney H. Wylie, treas.; Standish Bradford, secy.; Fred A. Mudgett, William M. Tetrick, E. George Iversen, R. W. Smith, C. A. Higgins, A. J. Haley, vice-presidents.

B

BABACO ALARM SYSTEM, INC., 723 Washington st., New York 14, N. Y. Truck and car burglar alarm systems. Jack Seide, pres.; Louis Stieglitz, vice-pres.; William Blatz, secy.; Robert D. Eckhouse, adv. mgr., sales prom. mgr. and pub. rel. mgr. **Adv. Agcy.**—Walter J. Zimmerman Assoc., New York, N. Y. Walter J. Zimmerman, acct. exec.

BACON VULCANIZER MFG. CO., 1295 67th st., Oakland 8, Calif. Manufacturer tire repairing, recapping, retreading and tire inner tube repair machinery. Thos. P. Bacon, pres., gen. mgr.; Jack W. Herzig, vice-pres., chg. of sales; Joseph Wahrhaftig, vice-pres.; Olean Thompson, treas.; Ruth Wright, secy.; Earl R. Carlans, asst. sales mgr.; P. Luken, sales office mgr.; J. R. Maddox, prod. mgr.; Drue Leatherman, pur. agt.; I. M. Webb, asst. secy.-treas. & cr. mgr.; D. R. Smith, traf. mgr.; M. Belsit, shop personnel mgr.; A. E. Johnson, prod. engr.; P. E. Howell, adv. mgr. **Det. Rep.**—Noel C. Keene, 505 Snyder, Ann Arbor, Mich. **Adv. Agcy.** — Emeryville Adv. Agency, 1289 67th st., Emerville, Calif.

BADGER MANUFACTURING CO., 1505 City Court, Marinette, Wis. Automotive alloy pistons. E. D. Barggren, pres., sales mgr.; H. H. Remore, secy., gen. mgr.; Paul A. Munn, chief engr.; L. R. Kuntz, pur. agt.

BAILEY CO., THE, INC., 21 Water st., Amesbury, Mass. Automotive weatherstrips and glass run channel. David C. Bailey, pres., gen. mgr.; F. W. Shute, works mgr.; H. W. Pottle, chief engr.; W. M. Hilliard, pur. agt. **Det. Rep.**—D. A. Greene Sales Co., 6-254 General Motors bldg.

BAKELITE CO., Div. of Union Carbide and Carbon Corp., 30 East 42nd st., New York 17, N. Y. Raw material suppliers of resins and compounds for the production of laminates, impregnants, moldings, extrusions, abrasive products, coatings, electrical insulating parts, automotive ignition parts, jacketing and insulation for automotive wire. C. W. Blount, vice-pres. in chg. of sales; J. D. Benedito, gen. sales mgr.; Allan Brown, vice-pres. in chg. of adv. and pub. rel.; C. W. Patton, gen. mgr. of adv. and pub. rel.; C. A. Norris jr., asst. gen. sales mgr.; A. F. Clark and R. J. Barbour, adv. mgr.; R. E. Klees and L. Connor, asst. adv. mgrs.; Don Masson, mgr. of pub. **Det. Rep.**—Bakelite Co., 10421 West 7 Mile rd., Detroit 21, Mich. **Adv. Agcy.** — J. M. Mathes, Inc., 260 Madison ave., New York 16, N. Y.

BAKER BROTHERS, INC., Post and Harleau st., Toledo, 10, O. Machine tools, drilling, boring, keyseating, contour, grinder, special multi-spindle high production drilling machines, automatic transfer machines. A. L. Baker, chmn. of bd.; R. A. Lehr, pres., gen. mgr.; H. L. Tigges, exec. vice-pres.; T. L. Hallenbeck, vice-pres., engr.; M. E.

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Who's Who in the Auto Industry

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Fischer, vice-pres. mfg.; C. V. C. Baker, vice-pres.; J. Flatter, secy.-treas.; J. Brigham, gen. sales mgr.; L. Kopfman, pur. agt. **Det. Rep.**—Motch & Merriweather Mach. Co. **Adv. Agcy.**—L. W. Ramsey, Davenport, Ia.

BAKER-RAULANG CO., 1250 West 80th, Cleveland 2, O. Battery and gasoline powered industrial trucks of the fork lift, platform and mobile crane types. W. A. Bauer, pres.; J. A. Matousek, vice-pres.; E. E. McVeigh, mgr. applications engrg.; E. J. Scovil, secy.; Wm. J. Gaul, adv. mgr.; C. Geiger, pur. agt.; G. B. Davis, dir. of sales. **Det. Rep.**—H. A. Stevenson, Inc., 16239 Wyoming. **Adv. Agcy.** — G. M. Basford Co., Cleveland, O. C. A. Wagner, acct. exec.

BALCRANK, INC., Cincinnati 9, O. Lubrication and service station equipment and machine tool parts. Allen T. Shott, chmn. of bd.; Richard P. Field, pres.; Leo Spalding and F. A. Johnson, asst. to pres.; J. B. Frech, secy.-treas.; H. M. Pendery, vice-pres.; Frank Woelfer, chief engr.; Russell Hayes, pur. agt.; E. D. Fox, serv. mgr.; J. Richardson, compt.; **Det. Rep.** — C. P. Hoffman, 6432 Cass ave. **Adv. Agcy.** — Perry Brown Co., Cincinnati, O.

BALDOR ELECTRIC CO., 4351-67 Duncan, St. Louis 10, Mo. Battery chargers, fans, motor grinders. E. C. Ballman, pres., gen. mgr.; E. W. Bruce, vice-pres.; G. A. Schock, secy., sales mgr.; O. A. Bauman, treas., wks. mgr.; Fred C. Ballman, chief engr.; Edmund B. Reinagel, pur. agt. **Det. Rep.**—W. M. Hamilton Co., 22612 Beech st., Dearborn, Mich. **Adv. Agcy.**—Herbert - Robinson, Inc., 317 N. 11th st., St. Louis, Mo.

BALKAMP, INC., 1454 E. 19th st., Indianapolis 7, Ind. Export Dept., 280 Broadway, New York, N. Y. Automotive replacement parts. Henry Lansdale, pres.; Geo. B. Johnson, vice-pres.; J. H. Baldwin, secy.-treas.; F. W. Bell, wks. mgr.; T. O. Willis, pur. agt. **Adv. Agcy.**—Caldwell-Larkin, Inc., Indianapolis, Ind. Storey Larkin, acct. exec.

BALLAK & CO., 811 N. 9th, St. Louis 1, Mo. Motorcycle replacement parts, pistons, electro brightening of stainless steel components and trim, multi-wave and vari-matic tire grooving machines. John F. Ballak, pres., sales mgr., pur. agt.; L. K. Ballak, vice-pres.; J. Ballak jr., secy., chief engr., Eldridge Artz, wks. mgr.

BANNER MFG. CO., INC., 37 Preston ct., Brooklyn 34, N. Y. Seat covers, seat cushions, arm rest covers, steering wheel covers, brake fluids, anti-freeze, radiator chemicals, specialty chemicals and transmission fluids, insulated picnic bags, terry throw covers. Michael Trachtenberg, pres.; Saul Trachtenberg, secy.; Alfred Abraham, compt.; Harry Schulman, pur. agt.; Albert M. Goldberg, prod. mgr.; Phillip Rosenthal, traf. mgr.; Joseph Trachtenberg, gen. mgr. **Adv. Agcy.**—Resnick & Katz, New York, N. Y.

BARDAHL MFG. CORP., 1400 W. 52nd. Seattle 7, Wash. Crankcase additive, water pump lubricant, top oil, high temperature grease, household oil, outboard motor oil, carburetor cleaner, engine flush. O. Bardahl, pres.; C. B. Merritt, secy., treas. and gen. mgr.; John M. Haydon, sales and adv. mgr.; R. W. Wells, research engr. **Adv. Agcy.**—Miller, Mackay, Hoeck & Hartung, Seattle, Wash. Gerald Hoeck, acct. exec.

BARNES CO., W. F. & John, 301 South Water st., Rockford, Ill. Special purpose drilling, tapping, boring and milling machines. W. W. Barton, pres.; K. L. Finkensteadt, exec. vice-pres.; F. O. W. Bergquist, secy.-treas.; R. B. Billingham, vice-pres., gen. mgr.; G. C. Johnson, wks. mgr.; W. S. Austin, sales mgr.; Harry G. Anderson, serv. mgr.; S. Stark, chief engr.; F. E. Arnold jr., dir. of adv.; O. T. Thorvalson, asst. **Det. Rep.**—Krueger-Barnes Corp., 1469 E. Grand blvd.

BARNES-GIBSON-RAYMOND, Division of Assoc. Spring Corp., 40300 Plymouth rd., Plymouth, Mich. (Tel. Plymouth 2310). Springs (valve, clutch and all mechanical types), wire forms, small stampings. N. M. Purple, gen. mgr.; W. J. Black, sales mgr.; Wm. Wood, chief engr.; L. E. Hilts, fac. mgr.; Oscar Joseph, pur. agt.

BARNES-GIBSON-RAYMOND DIV Associated Spring Corp. (Cook Plant), 401 East Stadium blvd., Ann Arbor, Mich. (Tel. Normandie 3-4258). Springs (valve, clutch and all mechanical types), wire forms, small stampings. N. M. Purple, gen. mgr.; W. J. Black, sales mgr.; Wm. Wood, chief engr.; M. E. Donally, plant mgr.; Rupert Haynes, factory mgr.; J. P. McCarthy, pur. agt.

BARNETTE & CO., INC., GUY, 239 South Dudley, Memphis, Tenn. Ambulances, funeral coaches, flower cars, combination units, service cars. Guy Barnette, pres.; David Ballon, secy.; W. R. Snyder, gen. mgr.; Clyde Owens, works mgr., chief engr.; L. E. Barnette, sales mgr. **Adv. Agcy.**—Schorr & Muller, Memphis, Tenn. Harry Schorr, acct. exec.

BARR CORP., 127-09 91st ave., Richmond Hill, L. I., New York. Quilted plastic for seat cover bolsters and door panels. Also heading and misc. interior trim. Irvin S. Kramer, pres., sales mgr.; Martin B. Bayer, treas., pur. agt.; M. L. Kramer, gen. mgr.; Stephen T. Kollisch, chief engr.; M. Crowley, traf. mgr.

BARRETT EQUIPMENT CO., 21st and Cass, St. Louis 6, Mo. Brake service tools and equipment, tire truers and equipment. H. B. Barrett, pres.; E. R. McAtee, exec. vice-pres.; John Chura, vice-pres.; Marcia Myers, secy.; C. C. Joslyn, Eastern Div. sales mgr.; Dick White, Western Div. sales mgr.; August Blum, mgr. of sales prom.; Ernest Fark, chief engr.; John P. Miller, pur. agt. **Adv. Agcy.**—Research & Institute Advertising, Inc., St. Louis, Mo.

BARRY CLEVELAND, INC., 2183 W. 26th st., Cleveland, O., Sta. A, Box 1037. Creators of Stoc-Tikit car system, inventory controls, order books, appraisal forms, used car and truck promotions. Rudolph R. Barry, pres. **Adv. Agcy.**—Landau & Wood, 1816 E. 33rd st., Cleveland 14, O.

BAR'S PRODUCTS SUPPLY, INC., P. O. Box 146, Holly, Mich. Radiator stop leak. Fred D. Barton, pres.; Ethel A. Barton, vice-pres.; Wm. L. Christiansen, secy.-treas. **Det. Rep.**—Bar's Products of Mich., 5871 S. Telegraph, Dearborn 9, Mich.

BASSICK CO., THE, 437 Howard ave., Bridgeport 2, Conn. Assist strap and robe cord brackets; clamps and fasteners; door dovetails and wedges; handles; hood catches (alligator, barrel, tilting and torsion wire); starter pedals; trunk locks, etc. Bennett Archambault, pres.; W. K. Meyers, exec. vice-pres., gen. mgr.; W. G. Reycroft, vice-pres. and dir. of sales; John Botkin, sales mgr. **Det. Rep.**—Warren Berrard, 6209 John Lodge Expressway.

BAY MANUFACTURING DIV., Life Time Products Corp., P. O. Box 537, Youngstown 1, O. Portable pneumatic auto and truck end lifts, pneumatic bumper jack and garage stands. George T. Stevens, dir. of sales. **Adv. Agcy.**—R. J. McCallister Co., Youngstown, O.

BEACH MANUFACTURING CO., Hampton rd., Donnelsville, O. Rear view mirrors, gas tank filler necks, tubular grille guards, grab handles. Ted Beach, owner.; J. C. Anderson, works mgr.; E. C. Anderson, asst. mgr.; M. Schaffner, pur. agt.

BEACH MFG. CO., K. WM., Beach bldg., Springfield, O. All type of seals; gaskets, mechanical and electrical. K. Wm. Beach, owner and gen. mgr., sales mgr.; R. Webb, office mgr.; R. Rapp, asst. prod. mgr.; H. Clingeman, quality control mgr.; E. F. Roeder, prod. mgr. **Det. Rep.**—K. Wm. Beach, springfield, O. **Adv. Agcy.**—Mervis, Springfield, O.

BEACON CORP., THE, 529 South Seventh, Minneapolis 15, Minn. Semaphore truck and bus direction and traffic signals, automobile wheel balancers, wheel weights, white sidewall tire cleaner, tire and tube, lubricant, hand cleaner. Coe H. V. Kiebert, pres., gen. mgr.; W. M. Carleton, vice-pres., secy., pur. agt.; Golda Kiebert, treas.

BEACON DEVICES, INC., 78 Oliver st., North Tonawanda, N. Y. Tire inflater, compressed gas cylinders, pressure regulators, valves. C. R. Phillips, pres., treas.; R. R. Phillips, vice-pres., secy.

BEALL TOOL DIV., Hubbard and Co., 112 N. Shamrock, East Alton, Ill. Lock washers, farm implement parts. E. R. Hogenson, asst. to vice-pres., gen. mgr.; E. E. Pointer, asst. mgr.; C. C. Woodson, supt. **Det. Rep.**—Norwood & Krauss, 5-254 General Motors bldg.

BEAN DIVISION, John, Food Machinery and Chemical Corp., 1305 S. Cedar, Lansing 4, Mich. Wheel aligners, alignment correction tools, wheel balancers, balancing tools, wheel weights, headlight testers, car washers, steam cleaners. Paul L. Davies, pres.; H. L. Bryd, vice-pres. in chg.; Tracy Carrigan, div. mgr.; Harry Schaefer, automotive dept. mgr.; J. H. Kidder, asst. mgr.; Wiley Axford, sales mgr.; A. J. Gerard, adv. mgr.; R. E. Butts, serv. parts and acct. mgr. Harry S. Lowe, pur. agt. **Adv. Agcy.** — Jaqua Adv., Grand Rapids, Mich. Pat Whalen, acct. exec.

BEAR MFG. CO., 2016-30 5th ave., Rock Island, Ill. Wheel aligners, axle presses, safety testers, front-end machines, frame and wheel straighteners, wheel alignment and headlight testers, wheel balancers and lugs, tire truing machines, steering gear lube, alignment racks and gauges, tire spreaders, brake testers, caster shims, camber washers, other alignment tools, crankshafts, drive shaft and clutch balancing machines. Victor B. Day, pres.; L. B. Arp, vice-pres.; C. R. Nelson, secy.; Joe Pereue, gen. sales mgr.; E. Quekels, dir. of serv.; W. C. Goldschmidt, adv. mgr.; Lee Thomas, sales prom. dir.; National a/cs, Larry Cheek. **Det. Rep.**—Car and Factory, Harvey Nestle, 16141 Harper ave.; Jobber a/cs, Dick Albright, Office No. 39, 4181 Oakman blvd., Detroit 4, Mich. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill.

BEARD TOOL CO., L. O., Andrew and Mill sts., Lancaster, Pa. Reamers (solid, adjustable and repairman's taper), reamer cutting oil, bushing remover sets, Ford valve micrometer gauges, piston pin bushing hones, hydraulic brake cylinder hones, cylinder ridge reamers, valve reseating tools. Chas. A. Keen, vice-pres., gen. and wks. mgr., pur. agt.; H. S. Bachman, secy., sales, adv., and sales prom. mgr.; M. E. Gockley, treas.; Earl Gable, asst. sales mgr.; Wm. H. Price, traf. mgr. **Det. Rep.**—H. B. Hazerodt, 416 Ford bldg., Detroit 26, Mich.

BEARINGS CO. OF AMERICA DIV., Federal Mogul Bower Bearings, Inc., 501 Harrisburg ave., Lancaster, Pa. Radial, thrust ball bearings, clutch release and farm equipment bearings. G. S. Peppiatt, pres.; J. W. Brady, vice-pres., gen. mgr.; W. T. Camp, sls. mgr., adv. mgr.; A. R. Spicacci, cf. engr.; J. L. Richards jr., pur. agt.; N. Shoff, traf. mgr.; A. H. O'Brien, pub. rel. mgr. **Det. Rep.**—A. W. Robbins, Potter Block, Room 211, 13973 Woodward. **Adv. Agcy.**—Aitkin Kynett, Philadelphia, Pa. M. Goldman, acct. exec.

BEAVERITE PRODUCTS, INC., Beaver Falls, N. Y. Gaskets for automotive and industrial uses. D. C. LeFevre, pres., treas.; Charlotte LeFevre, vice-pres.; Virginia LeFevre, secy.; R. W. Burdick, gen. mgr., sales mgr.; E. Kuhl, wks. mgr.; S. S. Hetzell, traf. mgr.; D. C. Owens, pub. rel. mgr. **Det. Rep.**—R. Grey Firth, 22285 Michigan ave., Dearborn, Mich.

BECK EQUIPMENT CO., 3350 W. 137th st., Cleveland 11, O. Paint heaters and removers; strippable vinyl coatings; alkaline cleaning compounds. Louis Beck, pres., gen. mgr.; C. F. Beck, vice-pres.; V. H. Beck, secy.-treas. **Det. Rep.**—Dirks' Industries, Inc., 2032 Gratiot ave. **Adv. Agcy.**—Stedfeld & Byrne, Inc., Cleveland, O. Frank Drake, acct. exec.

BECK PRODUCTS CORP., P. O. Box 3808, Detroit 5, Mich. Automatic screw machine products, ignition and electrical harness, intricate assemblies, molded products, flexible tubing, stampings. C. W. Beck jr., pres., gen. mgr.; J. C. Lobdell, vice-pres., secy., sales mgr.; Orlo Rice, treas.; M. Popovich, pur. agt.

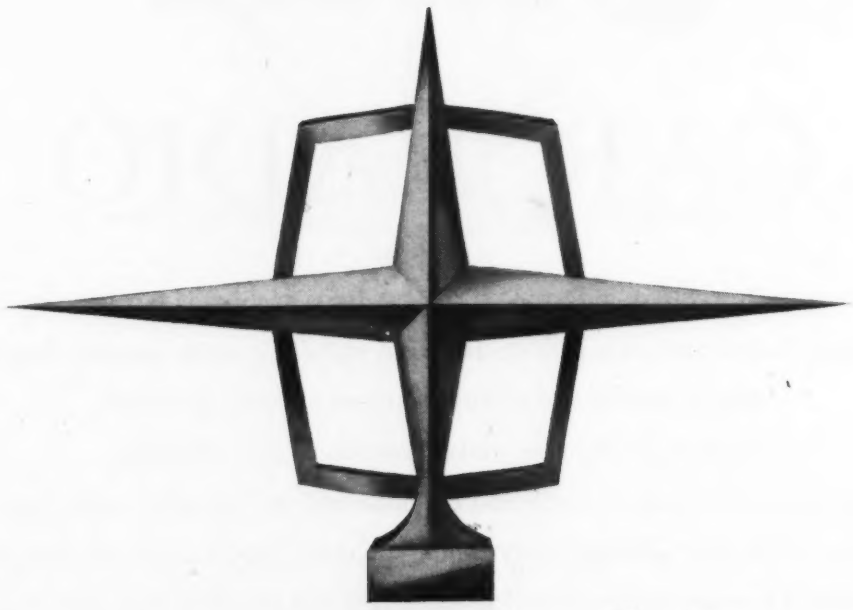
BECKWITH CHANDLER CO., Division of

(Continued on Page 205)

And now, the newest member of the Ford Family of Fine Cars...

Continental

Mark II



Who's Who in the Auto Industry

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Devoe & Raynolds Co., Inc., Rutherford and Delancey sts., Newark 5, N. J. Enamels, lacquers, undercoats, thinners, industrial finishes. Clarence W. Slocum, pres. and gen. mgr.; W. Claggett Martin, vice-pres. and asst. gen. mgr.

DEDE PRODUCTS CORP., Jackson st., Amherst, O. Paint heaters, airless atomization units. E. T. Nord, pres.; L. Bahler, secy.; Richard T. Schafer, asst. to president.

BEE LINE CO., P. O. Box 569, Davenport, Ia. Frame straightening and wheel aligning equipment; wheel straightening, tire rounder and wheel balancing equipment; 50-ton and 125-ton hydraulic presses. Harry Englehart, pres.; W. Otis Sebolt, mgr. **Adv. Agcy.**—Boudinot Adv., Davenport, Ia.

BEHR-MANNING, 2456 Howe st., Troy, N. Y. Coated abrasives, grinding wheels, sharpening stones, pressure sensitive tapes, auto repair cements. Elmer C. Schacht, pres., gen. mgr.; Edwing C. Evans, vice-pres., asst. gen. mgr.; John O. Amstuz, vice-pres. chge. engng.; Leon Hoowstoel, vice-pres. chge technical; William I. Clark jr., secy. and asst. to pres.; Terence A. Cordner, treas.; Henry R. Merrill, gen. sls. mgr.; Thomas Trowbridge, asst. gen. sls. mgr.; Randall S. Manchester, factory mgr.; Byron C. Keene, dir. pur.; Bertram M. Twamley, pur. agt.; Henry J. Sidford, sls. prom. mgr.; Harry W. Seifert, jr., adv. mgr. tapes; Howard J. Howe, adv. mgr. abrasives; Frederick C. Regan, pub. mgr. **Adv. Agcy.**—Peterson & Kempner, Inc., 444 Madison ave., New York 22, N. Y. Roger N. Peterson, acct. exec. **Pub. Agcy.**—Harry W. Smith, Inc., 41 E. 42nd st., New York 17, N. Y. Carl E. Porter, acct. exec.

BELDEN MFG. CO., 4647 W. Van Buren st., Chicago 44, Ill. Ignition, starting and lighting cables; battery cables; battery service tools; spark plug wire sets; wire and solderless terminals. Chas. S. Craigmile, pres.; H. W. Clough, vice-pres., sales and adv.; Joseph C. Belden jr., secy.; A. L. Wanner, treas.; E. K. Butler (industrial div.), Les A. Thayer (merchandise div.), sales mgrs.; Gene Toolan, sales serv. mgr. (ind. div.); Ted Kroeger, sales serv. mgr. (merchandise div.); W. A. Sandy, pur agt.; Madelsa Allison, prod. mgr., adv. dept.

BELL CO., INC., THE, 411 N. Wolcott ave., Chicago 22. Hydraulic brake fluids, shock absorber fluids, automatic transmission fluid. J. M. Bell, pres.; C. E. Allderdice jr., vice-pres., gen. mgr.; C. J. Bell, secy.-treas.; Joe Jacobs, wks. mgr.; E. A. Seeman, sales mgr.; L. E. Carr, chief engr.; Irene Gorvitz, pur. agt. **Det. Rep.**—B. G. Golden, 29700 Thirteen Mile rd., Farmington, Mich.

BELL & GOSSETT CO., 8200 N. Austin ave., Morton Grove, Ill. Heating specialties, centrifugal pumps, refrig. components, compressors (air), heat exchangers. E. J. Gossett, pres.; R. E. Moore, vice-pres., secy.; C. E. Pullum, vice-pres., treas.; W. A. Boone, sales mgr.; H. R. Henke, adv. mgr.; Frank Gall, sales prom. mgr.; H. A. Lockhart, chief engr.; N. Van Parys, pur. agt. **Adv. Agcy.**—Perrin-Paus Co., Chicago, Ill. D. L. Paus, acct. exec.

BELL & WALLACE, 16146 Meyers rd., Detroit 35, Mich. Advertising sales promotion materials, displays, lithography, silk screen, decalcomanias, printed folding cartons, corrugated containers, pressure-sensitive embossed seals, labels, tags and displays, lapel emblems, metal identification plates. Harry G. Bell, John Wallace, partners.

BEMIS, BRO. BAG CO., 408 Pine st., Box 77, St. Louis 2, Mo. Burlap and cotton piece goods, cotton, burlap, Polyethylene and paper bags, tool bags, mailing bags, Tite-Fit tubing for covering regular and irregular shaped products, paper specialty products, canvas products, TransWall folding, sound-absorbent curtains. F. G. Bemis, pres.; H. V. Howes, vice-pres. and sales mgr.; R. Ramsay, secy.; T. W. Little, treas.; A. B. Merriam, adv. mgr. **Det. Rep.**—R. C. Thomas, Bemis Bro. Bag Co., 1627 W. Fort st., Detroit 16, Mich. **Adv. Agcy.**—Gardner Advertising Co., 915 Olive st., St. Louis 2, Mo. P. V. Fitzgibbon, acct. exec.

BENDIX AVIATION CORP., Fisher bldg., Detroit 2, Mich. Automotive and aviation components, radar, radio and television. Malcolm P. Ferguson, pres.; C. Marcus, Palmer Nicholls, G. E. Stoll, R. P. Lansing, M. A. Heidt, A. E. Raabe, E. K. Foster, A. P. Fontaine, vice-presidents; Henry A. Gossner, secy.; W. H. Houghton, vice-pres., treas.; Wm. A. Mara, dir. adv. and pub. rel. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENDIX AVIATION CORP., Eclipse Machine Div., Oakwood ave., Elmira, N. Y. Starter drives and associated starting devices, carburetors, electric fuel pumps. M. P. Ferguson, (Bendix Aviation Corp., Detroit) pres.; H. A. Gossner, (Detroit) secy.; W. H. Houghton, (Detroit), treas.; Elmira: M. P. Whitney, gen. mgr.; R. S. Johnson, dir. sales.; A. L. Thompson, sales mgr. carburetors; C. L. Mellor jr., sales mgr. starter drives; J. P. Fanning, sales mgr. automotive replacement; R. E. Fink, service mgr.; J. P. Lynch, adv. & sales prom.; F. T. Chistian, chief engr., drives, pumps and brakes; A. H. Winkler, chief eng., carburetors; F. H. Wurth, pur. agt.; W. A. Mara (Bendix Detroit) pub. rel. mgr.; **Det. Office**—8-205, 8-212 General Motors bldg. (C. L. Mellor jr. and A. L. Thompson). **Adv. Agcy.** — MacManus, John & Adams, Inc. Bloomfield Hills, Mich.

BENDIX-ECLIPSE OF CANADA, LTD., 1473 Argycle rd., Windsor, Ont., Canada. Automotive parts, including Bendix starter drives, mechanical brakes, hydraulic brakes, hydraulic master and wheel cylinders, vacuum brakes; also line link couplers for agricultural implements. R. W. Keeley, pres. and gen. mgr.; Geo. Stoll, vice-pres.; H. A. Gossner, secy.; W. H. Houghton, treas.; T. F. Harris, wks. mgr.; T. E. McLeod, prod. sales; G. S. Manser, adv. mgr. and serv. sales mgr.; J. C. Blonde, chief engr.; H. A. Cole, pur. agt.; L. B. Eaton, traf. mgr.; W. B. Studak, pub. rel. mgr. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

BENDIX PRODUCTS DIV. of Bendix Aviation Corp., 401 N. Bendix dr., South Bend 20, Ind. Automotive products: hydraulic, mechanical and parking brakes, agricultural brakes, hydrovac vacuum-hydraulic and airpack air over hydraulic power brakes, treadle-vac power brake for passenger cars, vacuum power accessories, hand control valves; universal joints; vacuum power gearshift assistors; automatic clutch and transmission controls, automatic control governors; vacuum pumps for power brakes; hydraulic power steering for passenger cars, trucks and buses; hydraulic systems for bus control; hydraulic clutch and throttle control; Stromberg carburetors and parts; two-speed axle power controls; "Metalclene" cleaner for automotive and aircraft parts. Aviation products; turbojet and jet propulsion fuel controls and nozzles, automatic starting systems for jet engines, direct fuel injection systems and nozzles, speed density carburetion system, large injection carburetors, light aircraft injection carburetors, float carburetors, water regulators and controls, landing gear (main, nose and tail wheels), brakes (shoe and segmented rotor brakes), struts (main, nose and tail), hydraulic controls. General Managers—G. E. Beringer, aircraft section; J. A. MacLean, automotive section; W. L. Webb, missile section, Mishawaka, Ind. F. E. Farrell, dir. of sales, automotive section; S. V. Harding, adv. mgr.; T. A. Kreuser, serv. sales mgr. (automotive); C. E. Budd, dir. of pur.; J. B. Haas, traf. mgr. **Det. Rep.**—F. D. Hourigan, General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENDIX RADIO DIV., Bendix Aviation Corp., Baltimore 4, Md. Custom automobile radios, radar, mobile communication equipment. E. K. Foster, vice-pres. Bendix Aviation Corp., gen. mgr. radio div.; G. R. Faustman, factory mgr.; W. E. Cleaves, sales mgr.; V. Judd, mgr. mobile and automotive radio sales; F. D. Fenhagen, pub. rel. and adv. mgr.; A. E. Abel, dir. engrg. and research; J. L. Winchester, pur. agt. **Det. Rep.**—V. C. Judd. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich. Wm. Whiting, acct. exec.

BENDIX SKINNER DIV., Bendix Aviation Corp., 434 Twelve Mile rd., W., Box 135, Royal Oak Twp., Royal Oak, Mich. Filters for air, gasoline, oils, hydraulic fluids and industrial liquids. F. C. Weyburne, gen. mgr.; K. C. Gano, sales mgr.; T. R. Colliloud, sales prom. mgr.; D. W. Hunt, div. compt.; D. S. Kinsman, pur. agt. R. J. Dubuc, factory mgr.; W. Kasten, chief engr. **Det. Rep.**—H. P. Berry. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE CO., 901 Cleveland st., Elyria, O. Complete air brake systems and accessories for buses, trucks and trailers, air brake conversion kits, air clutch control, air steering, air horns, air supply units and other air controls for automotive and industrial applications. D. O. Thomas, pres.; D. S. Kimball jr., vice-pres. and gen. mgr.; E. P. Durack, asst. to the gen. mgr.; F. G. Reiter, secy. and treas.; F. L. Wheaton, gen. sales mgr.; J. H. Walters, factory mgr.; W. G. Warriner, compt.; E. R. Fitch, dir. of engrg.; S. Johnson jr., chief engr.; dir. of research; R. Van Dyke Firth, chief engr.; H. R. Hafferkamp, dir. of pur.; S. Johnson jr., dir. of engrg. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENMATT ORGANIZATION, INC., 3447 East 15th st., Los Angeles 23, Calif. License plate frames, personalized monograms, auto luggage carriers. B. J. Audette, pres., gen. mgr.; Rodney C. Richardson, vice-pres. and pur. agt.; J. W. Simpson, treas.; Paul Huckelbury, plant supt. and traf. mgr. **Det. Rep.**—Leslie James, 14656 Terry ave. **Adv. Agcy.**—Edwards Advertising, Los Angeles, Calif.

BENNET-FERAGEN, 1408 Jerome, Niles, Mich. Automotive test equipment, wheel alignment and correction equipment, bearing packers, wear detectors, flow meters, brake fill tanks, turn tables, wheel balancers, wheel aligners, brake testers, auto test lanes, toe-in gauges. J. B. Whitlow, pres., owner and gen. mgr. **Det. Rep.**—W. H. Borchelt.

BERG, HEDSTROM & CO., INC., 79 Wall st., New York 5, N. Y. Quick oil changer. John A. Berg, pres.; Bengt O. Farnstrom, vice-pres., gen. mgr.; Thekla Bugge, secy.; Greta C. Malmof, treas.; Adrian Greenwald, import sales mgr.; J. H. McAndrews, traf. mgr.

BERGER DIV., Republic Steel Corp., Canton 5, O. Fabricators of steel products—bins for parts, racks, shelving, tool room and shop equipment, lockers, desks, tables, filing cabinets, storage cabinets, book shelf units, transfer cases, sheet metal roof drainage products. C. E. Howes, gen. mgr. of sales; D. E. George, mgr. of steel equipt. sales: R. L. Seiple, sales mgr. steel bldg., product sales; P. L. Bruhn, wks. mgr.: Karl Foltz, pur. agt.; E. E. Bang, adv. mgr.; **Det. Rep.**—G R. Pitts, br. mgr.; G. E. Reed, nat'l automotive rep. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. John Goulet, acct. exec.

BERNZ CO., INC., OTTO. 280 Lyell ave., Rochester 6, N. Y. Portable propane gas appliances. S. J. Reich, pres.; J. M. Dunn, vice-pres.; M. Capell, treas.; Jack Clayton, vice-pres. in chg. of prod.; C. K. Juno, adv. mgr.; J. Spiegel, pur. agt. **Det. Rep.**—James Cook. **Adv. Agcy.**—C. L. Rumrill & Co., Rochester, N. Y. Donald Miller, acct. exec.

BERTLEY CO., INC., 540 E. Fordham rd., New York 58, N. Y. Custom tailored automobile seat covers. Bert Levy, pres., sales mgr.; pur. agt.; Hannah Levy, secy.-treas.; Norman Levy, gen. mgr.; Bert Levy, adv. and sales prom. mgr.

BESLY-WELLES CORP., Beloit, Wis. Disc grinders, abrasive discs and wheels, taps, drills, reamers, end mills, tool bits, carbide tipped tools and gauges. E. K. Welles, pres.; W. C. Olson, exec. vice-pres.; E. Addoms, vice-pres. in chge. of sales; S. M. Napp, vice-pres. chge. engrg.; N. C. Minehart, vice-pres. Abrasives Div.; H. G. Haarz, treas.; E. K. Welles jr., secy., adv. & sls. prom. mgr.; M. R. Wardlow, wks. mgr.; R. A. Kemman, Grinder Div. sales mgr.; C. Ferwerda, pur. agt. **Det. Rep.**—1650 Meyers rd. **Adv. Agcy.**—Glenn-Jordan-Stoetzel, Inc., Chicago, Ill. C. N. Kirchner, acct. exec.

BETHLEHEM STEEL CO. Alloy and carbon steel bars and billets; low-allow, high-strength corrosion resisting steel; tool steels; hot and cold-rolled sheets and strip; forgings and castings; hydraulic presses and other special machinery; wire rope; cold-formed shapes and special sections. E. G. Grace, chairman; A. B. Homer, pres.; J. V. Honeycutt, vice-pres., sales; P. S. Killian, vice-pres., pur.; J.

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CAR RADIOS

Continental Mark II . . . a car distinctive and elegant. Designed and built for the person of inherent good taste and judgment. Recessed in its dash is the custom Travel-Tuner Radio by Bendix*. . . the ultimate in fine motorcar radios.

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Who's Who in the Auto Industry

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M. Larkin, vice-pres., industrial and pub. rel.

BETTER METAL PRODUCTS CO., 4495 West 210th st., Cleveland 26, O. Repair order racks, key cabinets, carbon interleaved repair orders. T. H. Easly, pres.

BETTER MONKEY GRIP CO. (Monkey Grip Sales Co.), P. O. Box 6170, Dallas 22, Tex. Tire and tube repair materials; truck splash guards; tubeless tire repairs and repair equipment; friction, rubber, and plastic electrical tapes; automobile utility floor mats; rubber cements; tire retreading materials. L. M. Everett sr., chmn. of bd.; T. H. Everett, pres.; J. R. Everett, vice-pres., prod. mgr.; L. M. Everett jr., vice-pres., secy.-treas & pur. agt.; Earl R. Beard, sales mgr. **Det. Rep.**—Gene Lempke Sales Co., 484 Fordham Pkwy., Bay Village, O. **Adv. Agcy.**—J. Neal Ferguson & Associates, Dallas, Tex.

BIG BUCK AUTOMOTIVE SUPPLY CO., 307 Cambridge st., Boston 14, Mass. Convertible tops, civilian and army jeep tops, replacement headliners, auto seat covers, truck covers and bow assemblies. Morris Goldfield, owner; Allen R. Gray, sales mgr. **Adv. Agcy.**—Cotter Advertising Agency, 120 Boylston st., Boston, Mass.

BIG FOUR INDUSTRIES, INC., 5938 Carthage ct., Cincinnati 12, O. Henderson air lock tire changer, wheel balancer; Big Four bumper jack, tubeless tire bead expander, truck tire changer and stand. Vernon Hildebrant, pres.; Eric Rothley, vice-pres.; Arch F. Hildebrant, secy. and gen. mgr.; David W. Besuden, sales mgr.; Ed. Strassel, plant supt. **Det. Rep.**—Paul Glasmeier, 1431 Anita ave., Grosse Pointe 36, Mich. **Adv. Agcy.**—Peck-Heekin, Cincinnati 12, O.

BINKLEY MFG. CO., Warrenton, Mo. Truck trailer and body steel and aluminum structure, roofs, hardware, tire carriers, landing gears. W. J. Binkley, pres.; W. Hausner, vice-pres. and treas.; E. G. DeMerseseman, secy.; Frank A. Bornmann, sales mgr.

BINKS MFG. CO., 3114-44 Carroll ave., Chicago 12, Ill. Spray guns, spray booths, painting outfits, regulators, hose and connections, all spray painting accessories. Burke B. Roche, pres.; P. L. Griffin, vice-pres., treas.; John E. Rowe, vice-pres., indus., pub. rel.; C. Houlihan, secy.; George Harker, chief engr.; Richard Kresch, pur. agt. **Det. Rep.**—A. W. Christenson, 105 E. Baltimore ave. **Adv. Agcy.** — Robertson, Buckley & Gotsch, Chicago, Ill. Scott Robertson, acct. exec.

BISHMAN MFG. CO., Osseo 1, Minn. Tire repair equipment, battery service equipment; pumps, barrels, drum, tank, tools; garage. Walter A. Bishman, pres.; E. L. Bishman, vice-pres.; Harold G. Lien, secy.-treas. and asst. sales mgr.; F. Ruhland, works mgr.; Don Lyons, sales and adv. mgr.; M. Dahlgren, parts and acct. mgr.; Walter Westley, chief engr.; A. Wallace, pur. agt. **Det. Rep.**—James Wernert, 3155 Goddard rd., Toledo, O. **Adv. Agcy.**—Keystone Ad. Agency, Minneapolis, Minn. A. G. Taylor, credit mgr.

BISHOP & BABCOCK MFG. CO., 4901 Hamilton ave., Cleveland 14, O. Thermostats, replacement and original equipment; hot water heaters and heater fittings. Edward L. Mayo, pres.; Wm. C. Linehan, treas.; H. J. Stenger, gen. mgr.; L. B. Smith, sales mgr.; E. R. Kay, sales supervisor; R. F. Doughty, adv. mgr.; A. G. Getz, chief engr.; R. A. Dempsey, pur. agt. **Det. Rep.**—M. M. Wendell Co., General Motors bldg.

BLACK & DECKER MFG. CO., THE, Towson 4, Md. Portable electric drills, sanders, polishers, shears, vacuum cleaners, electric bench and portable grinders; electric valve refacers, valve seat grinders; wire wheel and carbon cleaning brushes, etc. Alonzo G. Decker, pres.; Robert D. Black, exec. vice-pres.; Thomas I. Burbage, secy.; J. Early Hardesty, treas.; Alonzo G. Decker jr., vice-pres.; Raymond G. Horner, vice-pres., sales planning; Adam J. Quick, vice-pres., production; John F. Spaulding, vice-pres., general sales mgr.; J. F. Apsey jr., dir. adv. and sales prom.; G. Ross French, adv. mgr.; George Herbst, serv. mgr.; C. B. Mann, pur. agt. **Det. Rep.**—J. M. Schreiner, 3028 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Van Sant, Dugdale & Co., Baltimore, Md. Dan Loden, acct. exec.

BLACK MFG. CO., 70 Okner pkwy., Livingston, N. J. Paint spray equipment. R. B. Hiley, pres.; Richard C. Benson, vice-pres.; Gaylord B. Wilson, secy.-treas. **Det. Rep.**—E. C. Imonen & Associates, 20203 Hubbard rd., Livonia, Mich. **Adv. Agcy.**—Ray Ellis Advertising, Chatham, N. J. Ray Ellis, acct. exec.

BLACK & SONS, INC., ADAM, 300 Tonnele ave., Jersey City 6, N. J. Truck and trailer bodies. Fred O. Black, pres., gen. mgr.; William C. Black, secy., sales and adv. mgr.; Edward A. Black, treas. and wks. mgr.; Fred O. Black jr., chief engr.; Fred D. Godfrey, pur. agt.

BLACKHAWK MFG. CO., 5325 W. Rogers, Milwaukee 46, Wis. Hydraulic hand and service jacks, porto-power equipment and hydraulic controls. H. P. Brumder, chmn. of bd.; Phil Brumder, pres.; John Merker, vice-pres., secy., mgr. contract sales; Hal Goehrig, vice-pres., chg. sales; E. M. Brabant, wks. mgr.; L. E. Bertane, vice-pres., exp. mgr.; Bill Dyke, sales mgr., dist. div.; Jack Wedereit, serv. mgr.; Wes Kiley, mktg. mgr.; George Haupt, adv. mgr.; Ted Affronti, dir. pur.; Harry Ferguson, prod. mgr., Proto-Power. **Adv. Agcy.** — Klau-Van Pietersom-Dunlap, Inc., 744 N. 4th st., Milwaukee, Wis. Burt E. Hotvedt, acct. supervisor; Ed Satola, acct. exec.

BLAISDELL MFG. CO., 1350 Coronado ave., Long Beach 4, Calif. Feathered shims, tappet screws, oil metering jets, brass and steel expansion plugs, lock nuts and washers, axle sleeves. A. H. Blaisdell, pres.; H. J. Blaisdell, vice-pres.

BLANCHARD BRO. & LANE, 408 Frelinghuysen ave., Newark 5, N. J. Genuine upholstery leather for automotive and furniture. Sherwood B. Gay, pres.; E. S. Fitzgibbons, exec. vice-pres.; K. W. Koeniger, N. C. Foss, G. J. Beizel, vice-presidents; H. G. Crawford, secy.-treas.; W. J. Hinson, gen. mgr.; J. K. Koeniger, wks. mgr.; N. C. Foss, automotive sales mgr., Detroit; George Taylor, automotive sales mgr., factory; G. J. Beizel, furniture sales mgr.; J. Moses, shoe leather sales mgr.; J. C. Koeniger, operations coordinator; H. L. Dinsmore, chief engr.; G. Cleaves, Personnel mgr. **Det. Rep.**—Ryan Sales Engineering Co., 82 Lothrop ave.

BLISS CO., E. W., 1375 Raff rd. S.W., Canton, O. Mechanical presses, hydraulic presses, automatic feeds, can and container machinery, rolling mills, special machinery. Howard U. Herrick, pres.; J. H. Tredinnick, exec. vice-pres.; R. Potter, exec. vice-pres.; E. A. Irwin, vice-pres., sales; R. Y. Moss, vice-pres., Canton Div.; N. J. Kirk, vice-pres., Toledo Div.; R. Shannon, vice-pres., Hastings Div.; J. R. Patterson, vice-pres., Mackintosh; Hemphill Div.; G. Perrault, vice-pres., (rolling mill div., Salem, O.); R. K. Compton, vice-pres. and mgr. of personnel; W. H. Garrison, treas.; F. J. deLorme, controller and asst. treas.; C. A. Chamberlain, secy. and asst. to the pres.; W. Staecker, ch. engr. (Canton div.); A. H. Schloz, ch. engr. (Toledo div.); F. B. Porteous, ch. engr. and mgr. Can Machinery Division (Hastings, Mich.); H. T. Burke, chief engr. (Hastings div.); G. E. Farrington, ch. engr. (rolling mill div., Salem, O.); E. V. Crane, ch. engr., special projects; J. T. Harrington, asst. secy., dir. of pub. rel. and adv.; D. E. White, adv. mgr. **Adv. Agcy.**—Feeley Adv. Agcy., New York, N. Y. John J. Feeley, acct. exec.

BLITZ ELECTRIC CO., 5713 Wentworth ave., Chicago 21, Ill. Battery chargers (fast and slow), trickle charger, battery wheelers, power packs, warning signals, booster cables, extension cables, battery lifter and jumpers. Charles J. Wolowig, pres., sales, mgr.; Stanley Ligora, secy., treas. and works mgr. **Adv. Agcy.**—Conwisher, 5252 Broadway, Chicago, Ill.

BLOOD BROTHERS MACHINE, Div. Rockwell Spring & Axle Co., 1 Glass st., Allegan, Mich. Universal joints and assemblies. G. R. Wilber, gen. mgr.; R. E. Myers, asst. gen. mgr.; G. Gibson, works mgr.; D. F. Wilber, sales, adv. mgr.; G. R. Harrington, chief engr.; C. Condon, pur. agt. **Adv. Agcy.**—Paxson Advertising, Inc., Benton Harbor, Mich.

BLUE BIRD BODY CO., Fort Valley, Ga. School and passenger bus bodies. A. L. Luce, pres.; Albert L. Luce jr., gen. mgr.; G. W. Mathews jr., sales mgr.; J. A. Roquemore, chief engr.; H. P. McElroy, pur. agt.; G. E. Luce, plant mgr.

BLUE CROWN SPARK PLUG CORP., P. O. Box 96, Defiance, O. Automotive spark plugs. R. C. Zeller, pres.; Jerry Colonna, vice-pres.; F. W. Sweet, secy.-treas.; James W. Balough, sales mgr.; K. L. Johnson, adv. and sales prom. mgr.; J. E. D. McCarty, chief engr.

BLUMENTHAL & CO., INC., SIDNEY, 1 Park ave., New York 16, N. Y. Upholstery. Andre Blumenthal, chmn. of bd. and treas.; Malcolm G. Jones, pres.; George B. Matthews, adv. mgr.

BOHN ALUMINUM & BRASS CORP., 1400 Lafayette bldg., Detroit 26, Mich. Automobile, bus, diesel, marine, tank, tractor and truck bearings and bushings; automobile, bus, diesel, marine, tank, tractor and hydraulic brake pistons (rough and finished); aluminum and brass extrusions; brass rods; aluminum and brass forgings; aluminum permanent mold castings; brass and bronze ingot; solders and babbits; refrigeration and air conditioning products. S. D. Den Uyl, pres.; Terry W. Kuhn, exec. vice-pres.; E. K. Mann, vice-pres. and treas.; C. M. Adams, vice-pres.; W. J. Lane, secy.; K. R. Crawford, asst. treas. and asst. secy.; D. I. Connor, adv. mgr. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit 26, Mich.

BOLT AND CHAIN DIVISION, Republic Steel Corp., 1970 Carter rd., Cleveland 13, O. Bolts, nuts, welded and weldless chain, chain slings, tire chains, fittings and accessories. Harold C. Seifert, wks. mgr.; H. A. Craig, sales mgr.; J. K. Bole jr., asst. sales; H. D. Burdick, asst. sales auto.; R. C. Klemm, W. C. Schnackel, asst. sales. **Det. Rep.**—G. E. Lustic, 2008 Fisher bldg. **Adv. Agcy.**—Meldrum and Fewsmith, Cleveland, O. W. Jordan, acct. exec.

BOLTA PRODUCTS, Div. of General Tire & Rubber Co., 70 Garden st., Lawrence, Mass. Boltaflex supported and self- supported vinyl sheeting in automotive formulations for use as seat cover trims and as original equipment on new cars. Quilted Boltaflex for seat cover trims, Boltaflex crystal clear for rear windows of convertibles. John Bolten sr., gen. mgr.; John Bolton jr., gen prod. mgr.; Daniel E. Hogan jr., gen. sales mgr.; J. A. Wilcox, asst. sales mgr.; Frederick Dodkin, div. contr.; Edw. F. Krieger, dir. of indus. rel.; James D. Casey, dir. of engrg.; Arnold A. Weiner, sales mgr. upholstery div.; Carl E. Holch, sales mgr. custom molding; Sumner Trilling, gen. mgr. food serv. equip.; Bomar Kramer, sales mgr. automotive original equipment div.; A. S. Bloomberg, sales mgr. automotive access. div.; Paul R. Hofmann, sales mgr. building materials div.; Howard W. Wing jr., sales mgr. spec sheeting div.; David Donnan, sales mgr. saran monofilaments; Fred J. Blum, export mgr.; Wayne Grubaugh, pur. agt.; John R. Sullivan, traf. mgr.; David H. Simonds, dir. of adv. **Adv. Agcy.** — D'Arcy Adv. Co., Terminal Tower, Cleveland 13, O. D. J. O'Neill, acct. exec.

BONNEY FORGE & TOOL WORKS, Allentown, Pa. Mechanics' hand tools. Joseph W. McDougal, pres.; K. W. Foust, exec. vice-pres.; Richard R. Holmstrom, mdse., adv. mgr.; Robt. L. Houston, product & design engr.; H. J. Seaman, field sales supervisor; C. O. Richards, pur. agt.

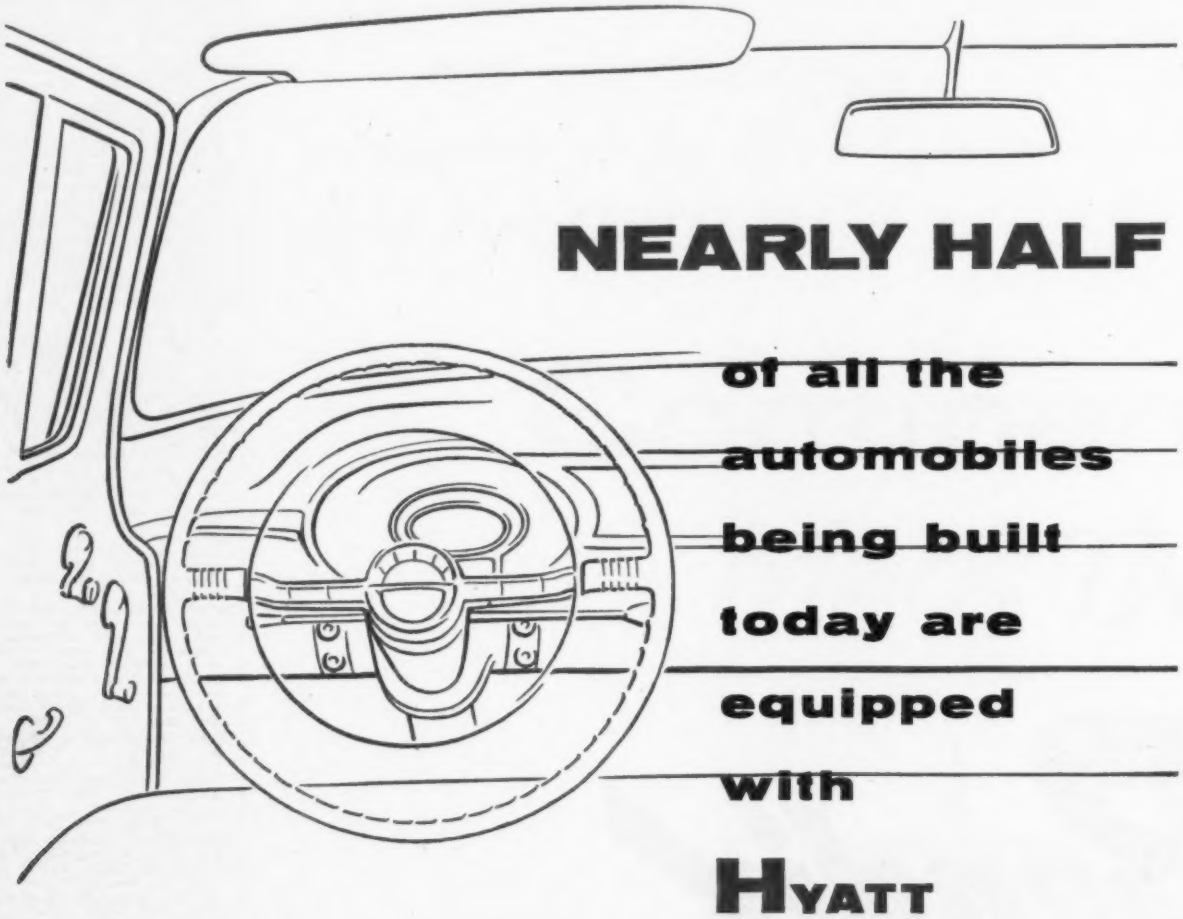
BON-TON SALES CO., Commercial st., Hicksville, N. Y. Custom auto seat covers, boxed convertible tops, auto carpets, front or rears. H. S. Caplan, pres.; Dorothy Caplan, secy-treas.

BONZER-WESTERN CORP., 3055 E. 12th st., Los Angeles 23, Calif. Cosmopolitan rear wheel kit, fender skirts, rear door safety locks, Continental rear deck kit, air cleaners, fender shields, stainless steel tire rings, car coolers, Miter Kings (hand tool). L. W. Bonzer, pres., gen. mgr.; L. W. Bowling, vice-pres.; B. S. Koolish, secy.-treas.; Mannie Williams, sales mgr. **Adv. Agcy.**—Advertising Art Associates, Long Beach, Calif. John Sarver, acct. exec.

BOOTS AIRCRAFT NUT CORP., P. O. Box 591, Norwalk, Conn. Self-locking nuts. Col. N. Jay Boots, pres.; Jay S. Boots, vice-pres.; C. A. Milton, secy.-treas.; Charles G. Miller, sales mgr. **Adv. Agcy.**—Woodward & Byron, Westport, Conn.

BORG & BECK DIV. of Borg - Warner

(Continued on Page 207)



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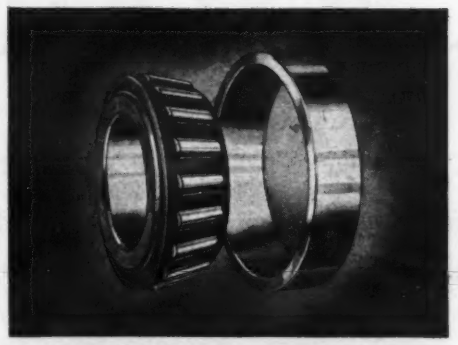
HYATT, America's *first* and *foremost* manufacturer of straight cylindrical roller bearings, is also a leading supplier of *taper* roller bearings to the automotive industry. Every HYATT *taper* roller bearing must measure up to traditional HYATT standards of precision and dependability. Remember—in *tapers*, too, HYATT means *highest quality*. Hyatt Bearings Division, General Motors Corporation, Harrison, New Jersey.



Typical HYATT *taper* roller bearing for use in rear axle of 1956 passenger car.

GM GENERAL MOTORS

HYATT ROLLER BEARINGS

STRAIGHT BARREL TAPER

Who's Who in the Auto Industry

(Continued from Page 206)

Corp., 6558 S. Menard ave., Chicago 38, Ill. Torque converters and clutches for passenger cars, trucks, tractors, lift-trucks. David E. Gamble chmn. of supervisory bd.; Harold Nuit, pres. and gen. mgr.; Clyde Bissell, vice-pres., secy-treas. and contr.; Otto Janes, asst. secy. and asst. treas.; Edward H. Lipke, vice-pres., factory mgr.; Fred T. Rumpf, asst. factory mgr. and dir. indus. rels.; Arthur W. Anderson, sales engr.; Alfred A. Krueger, asst. to gen. mgr.; Chas. C. Blanchard, serv. mgr.; R. L. Smirl, dir. of engr.; Harold V. Reed, chief engr.; Lawrence R. Seen, pur. mgr.; Edward N. Newren, asst. pur. mgr.; Carl E. Morris, traf. mgr. Det. Rep. — Joel D. Monroe, Rm. 7-233 General Motors bldg., Detroit 2, Mich. Adv. Agcy.—Rogers & Smith, Chicago, Ill. Robert L. Headen, acct. exec.

BORG PRODUCTS DIV., The George W. Borg Corp. 902 Wisconsin st., Delavan, Wis. Electrically-wound and hand-wound automobile clocks. George W. Borg, pres.; Lester M. Grether, vice-pres.; Harold R. Egenes, secy.-treas.; Karl Keck, sales mgr.; Maynard E. Sacra, chief engr.; H. W. DeVitt, supt.; Dean Grether, pur. agt. Det. Rep.—Roy M. Hood, Basso bldg., Detroit 2, Mich.

BORG-WARNER CORP., 310 S. Michigan, Chicago 4, Ill. Clutches, transmissions, automatic transmissions, torque converters, gears, universal joints, carburetors, automotive timing chains, radiators, power steering (for passenger cars, trucks, buses and tractors), silent chains, sprockets, flexible couplings, speed reducers, hydraulic pumps, fuel pumps, air pumps, electric motors and related accessories (for aircraft, electric and engine hydraulic pumps), valves and electric motors, gear reduction units, power take-offs, mechanical precision springs for automotive and aircraft industries, special clutch discs and precision flat springs. R. C. Ingersoll, pres.; G. A. Shallberg, chm. of exec. comm.; L. G. Porter, admr. vice-pres.; H. H. Gehlbach, secy.; Albert Steg, treas. and contr.; R. S. Ingersoll, admr. vice-pres.; R. W. Murphy, vice-pres. and gen. counsel; G. A. Shalberg jr., dir. of adv.; Donn Sutton, pub. rel. counselor. Adv. Agcy.—J. Walter Thompson Co., Chicago, Ill. T. T. Weldon, acct. exec. Industrial Adv.—Rogers and Smith, Chicago. R. L. Headen, acct. exec.

BORROUGHS MFG. CO., Subsidiary American Products Co., 3002 N. Burdick, Kalamazoo, Mich. Flexi (storage) bins, library shelving, bookcases, storage cabinets, stampings, sheet metal fabrication, industrial shelving. American Metal Products officers: D. F. Roby, pres.; S. D. Bulloch, vice-pres.; F. C. Matthael jr., secy.; A. M. Mras, treas.; George Bennett, pres. & gen. mgr.; T. L. Call, secy.-treas.; Ray Pike, traf. mgr.; E. W. Niskala, sales mgr. Adv. Agcy.—Roland G. Spedden, 1402 Maccabees bldg., Detroit 6, Mich. Roland G. Spedden, acct. exec.

BOSTON WOVEN HOSE & RUBBER CO., P. O. Box 1071, Boston 3, Mass. Conveyor, elevator and transmission belting, industrial and fractional V-belts, industrial and municipal fire hose, friction and rubber tape, sheet packing, brass goods and rubber garden hose. John M. Bierer, pres.; W. L. Larkin, vice-pres., treas.; James N. Mason, exec. vice-pres.; Alden S. Foss, asst. treas.; Fred V. Maloon, gen. sales mgr.; George A. Taylor, adv. and sales prom. mgr.; H. S. Royce, pur. agt.; T. F. Murphy, traf. mgr. Adv. Agcy.—Brooke, Smith, French & Dorrance, Inc., 52 Vanderbilt ave., New York 17, N. Y.

BOSTROM MFG. CO., 133 W. Oregon st., Milwaukee 4, Wis. Torsion rubber spring suspension seat assemblies for trucks and tractors; cushions, spring units for trucks, tractors, earthmovers, transport vehicles. Harold W. Bostrom, pres.; K. A. Bostrom, chmn. of the bd., treas.; Richard R. Whiting, vice-pres., secy.; James J. Gibbons, sales mgr.; Richard D. Cory, adv. mgr.; A. K. Simons, chief engr.; J. H. Kitterman, pur. agt. Adv. Agcy. — Allman Co., Free Press bldg., Detroit 26. R. F. Anthony, acct. exec.

BOSTWICK LABORATORIES, INC., 706 Bostwick ave., Bridgeport 5, Conn. Insect killer, fire extinguishers, Aerosal insecticides, moth proofers, air conditioners, plastic sprays, spot remover, spray paint remover, charcoal lighter, oven cleaner. A. O. Samuels, pres. and gen. mgr., treas.; J. Schenberg, vice-pres.; Herbert Cohen, secy.; E. F. Knudsen, pur. agt.; Jack Schenberg, sales and adv. mgr.; Paul Klinger, traf. mgr.

BOUND BROOK OIL-LESS BEARING CO., Lincoln blvd., Bound Brook, N. J. Sintered bronze and sintered iron bearings and structural parts, graphited bronze bearings. W. R. Toeplitz, pres.; S. S. Connor, vice-pres. & Secy., H. J. Caul, asst. sales mgr.; H. E. Thornton, chief engr., E. B. Schoenly, factory mgr.; Frank J. Fielder, pur. agt. Det. Rep.—J. J. Scott, 1356 Book bldg. Adv. Agcy.—Kniep Associates, Dover, N. J.

BOWEN PRODUCTS CORP., Canal st., Auburn, New York. Lubricants, grease cups, oilers, metal stampings. D. G. Harrison, pres., James F. Conners, vice-pres.; Wm. H. Steelow, prod. mgr.

BOWER ROLLER BEARING DIV., Federal-Mogul-Bower-Bearings, Inc., 3040 Hart ave., Detroit 14, Mich. Tapered roller bearings, straight roller bearings. R. S. Strickland, vice-pres., gen. mgr.; F. E. Halderman, contr.; G. O. Wilson, mfg. mgr.; J. R. Squire, chief engr.; S. E. Davidson, gen. sales mgr.; W. E. Calder, per. mgr.; C. J. Heller, pur. agt. Adv. Agcy.—MacManus, John & Adams, Bloomfield Hills, Mich. R. A. Brewer, acct. exec.

BOWERS BATTERY & SPARK PLUG CO., Box 1262, Reading, Pa. Storage batteries, spark plugs, battery changing equipment. C. P. Bowers, pres.; A. J. MacRae, vice-pres. and gen. mgr.; I. Y. Graul, secy. and treas.; G. R. Luckenbill, whs. mgr.; Richard Bowers, sales mgr.; W. F. Keller, adv. mgr.; C. H. Rinehart, chief engr.; Earle E. Hafer, pur. agt.; Herbert Nagle, traffic mgr. Adv. Agcy.—Beaumont, Heller & Sperling, Reading, Pa. Louis Sperling, acct. exec.

BOWES "SEAL FAST" CORP., 226 N. Pine st., Indianapolis 7, Ind. Tire and tube repair, tubeless tire repair, radiator chemicals, white sidewall tire cleaner—liquid and paste, battery cables, spark plugs, tire repair equipment and machines, additives, oil filters, valve hardware, automotive fuses, molded and flexible radiator hose, combustion-aid, brake fluid, tire paint, waterless hand cleaner. Charles E. Bowes, pres.; Corwin T. Geyer, vice-pres. and gen. mgr.; Freeman A. Leas, secy.; Maude F. Watson, treas.; George E. Talmage, asst. sales mgr.; Robert M. Bowes II, adv. mgr.; Frank S. Gardner, pur. agt.; E. E. Perkins, asst. pur. agt. Det. Rep.—Fay Barnett, 16739 Rutherford. Adv. Agcy.—Pettinger-Harding, Inc., Indianapolis, Ind. Charles Pettinger, acct. exec.

BOWMAN PRODUCTS CO., 850 E. 72nd st., Cleveland 3, O.; 3100 E. 10th st., Oakland, Calif.; Bowman Products (Canada) Ltd., 25 Densley ave. W., Toronto, Ont. Automotive hardware, replacement parts, specialties, accessories. C. F. Devine, pres. and sales mgr.; D. L. Thoburn, vice-pres.; A. H. Narwold, secy.; P. V. Thoburn, treas.; S. M. York, chief engr.; R. W. Hendricks, pur. agt.; F. W. Carper, asst. pur. agt.; C. W. Graf, traf. mgr.

BOYERTON AUTO BODY WORKS, INC., Third and Walnut, Boyertown, Pa. Production type conventional and forward control delivery panel bodies; special custom-built bodies, van bodies, refrigerated truck bodies, ambulance bodies, expansible van bodies and folding side van bodies. Paul R. Hafer, pres.; B. Frank Hafer, secy.-treas.; Gordon Rose, asst. to pres.; W. Sterling Keller, dir. of product development; Lloyd B. Fritz, sales dir.; Sam Trethewey, pur. agt.

BOYLE-MIDWAY INC., 22 E. 40th, New York 16. Auto polishes, "3-in-1" oil, Kant-Rust oil, and Plasteele, for body and fender repairs. S. Schraffenberger, pres.; E. A. DeBaggis, sales vice-pres.; R. S. Wheeler, adv. mgr. Adv. Agcy.—Young & Rubicam, 285 Madison ave., N. Y. W. Geeslin, acct. exec.

BRACH MFG. CORP., 200 Central ave., Newark 3, N. J. Auto radio antennas. J. B. Cejka, vice-pres. in chge.; J. Berger, plant mgr.; A. Ashcroft, pur. agt.

BRADEN WINCH CO., P. O. Box 547, Broken Arrow, Okla. Winches, gear boxes, hanger bearings. J. E. Mabee, pres.; H. B. Mabee, vice-pres. and gen. mgr.; Frank A. Brown, chg. sales; Curtis Corey, adv. mgr.; E. W. Turnquist, chief engr.; C. A. Thomas, pur. agt.; Walter Black, traf. mgr. Det. Rep.—Howard M. Ross, 615 Orchard View Drive, Royal Oak, Mich., Adv. Agcy.—Watts-Payne Adv. Co., Tulsa, Okla. Les Hauger, acct. exec.

BRAEBURN ALLOY STEEL CORP., Braeburn, Pa. High speed alloy and carbon tool steels, tool bits and shear blades. Ernest G. Jarvis, chmn.; Norman I. Stotz, pres.; John A. Nelson, vice-pres.; N. B. Mullen, secy.; Clifford R. Warren, treas.; H. M. Alworth, storekeeper; Charles W. Schuck, gen. supt.; C. T. Fletcher, metallurgist; A. S. McQueen jr., asst. sales; F. B. Walker jr., chief engr.; E. M. McLaughlin, pur. agt.; J. F. Conner, chief chemist; J. R. Hill, M. M.; D. C. Garlitts, mach. shop supt. Det. Rep.—E. A. Brophy, 1135 East 9 Mile rd., Ferndale 20, Mich.

BRAKE LINING SUPPLY CO., INC., 882 Commonwealth ave., Boston 15, Mass. Brake lining for cars, trucks, buses, etc. Adrian Comins, pres. and treas.; S. A. Comins, vice-pres. and gen. mgr.

BRANDT MACHINE CO., INC., C. R. Roosevelt ave., extd., York, Pa. Hydraulic presses, spring testers, shock absorbers. Fred H. Hespenheide, pres.; C. Ralph Brandt, vice-pres.; A. H. Rohrbaugh, secy.-treas.; Paul J. Byerly, gen. mgr.; O. H. Novotny, works mgr.

BREEZE CORP., INC., 700 Liberty ave., Union, N. J. Radio ignition shield assemblies, tab controls, tachometer adapters, conduit and fittings, hose clamps, flexible tubing and metallic bellows and electrical connectors. J. J. Mascuch, pres.; J. F. Lucas, vice-pres.; H. J. Dwyer, secy.; F. G. Shupp, treas.; T. C. Irwin, automotive sales mgr.; R. M. Nardone, dir. of engrg.; R. Fuller, pur. agt.; A. P. Ellsworth, asst. Adv. Agcy. —Burke, Dowling, Adams, Montclair, N. J. B. D. Adams, acct. exec..

BREUER ELECTRIC MFG. CO., 5100 N. Ravenswood ave., Chicago 40, Ill. Industrial vacuum cleaners, floor maintenance machines, portable electric blowers, portable (Auto-Vac) vacuum cleaners, dust collectors, A. A. Breuer, pres.; C. A. Criswell, vice-pres.; A. M. Anderson, sales mgr.; P. W. Williams, asst. sales mgr.; J. Hill, serv. mgr.; E. Rowe, pur. agt. Det. Rep.—Gene Lemke Sales Co., 484 Fordham parkway, Bay Village, O. Adv. Agcy.—Grimm & Craigle, Chicago, Ill. Walter T. Craigle, acct. exec.

BREWER-TITCHENER CORP., THE, 111 113 Port Watson st., Cortland, N. Y. Forgings and stampings. J. H. Greene, pres.; J. F. Dwyer, E. R. Brewer, W. S. Brewer, vice-presidents; H. J. Flinn, treas.; F. A. Celler, gen. sales mgr.; A. W. Hoffman, direc. of pur.; L. H. Dodd, traf. mgr.; Robert J. Sullivan, mgr. of Cortland Forging Div.; W. D. Sweetland, mgr. of Crandal-Stone Div., Binghamton, N. Y.; J. F. Dwyer, mgr. of Carriage Goods Div., Cortland, N. Y. Det. Rep.—C. H. Webster. Adv. Agcy.—Taylor M. Ward, Inc., Ithaca, N. Y.

BRIDGEPORT BRASS CO., 30 Grand st., Bridgeport 2, Conn. Brass, copper and bronze sheet, rod, wire, tubing, condenser and heat exchanger tubes, bronze welding rod and wire, phono-electric bronze wire, brass and copper pipe, copper water tubes, fittings, tire valves and accessories plumbing goods, plastic sprays in clear, aluminum, black and white colors, aluminum forgings and extrusions, irrigation pipe and tube. Herman W. Steinkraus, pres., gen. mgr.; Austin R. Zender, exec. vice-pres.; Richard L. Allen, vice-pres. chge of sales; John S. Dawson, secy., counsel; W. R. Breets, vice-pres., treas.; William E. Duggan, adv. mgr. Industrial Products. Adv. Agcy.—Hazard Adv. Co., New York, William Mordwin, acct. exec.

BRIDGEPORT FABRICS, INC., 165 Holland ave., Bridgeport, Conn. Non-elastic narrow fabrics, sponge rubber weather-stripping with molded-in spring wire flange, robe rails, assist straps. H. B. Naramore, chmn. of bd.; H. Burling Naramore, pres.; R. W. Naramore, vice-pres., sales mgr.; A. C. Breul jr., secy.; T. N. Wakeman, treas.; L. Sparagen, chief engr.; Paul Wick, pur. agt. Det. Rep.—732 Fisher bldg., Detroit 2, Mich.

(Continued on Page 208)

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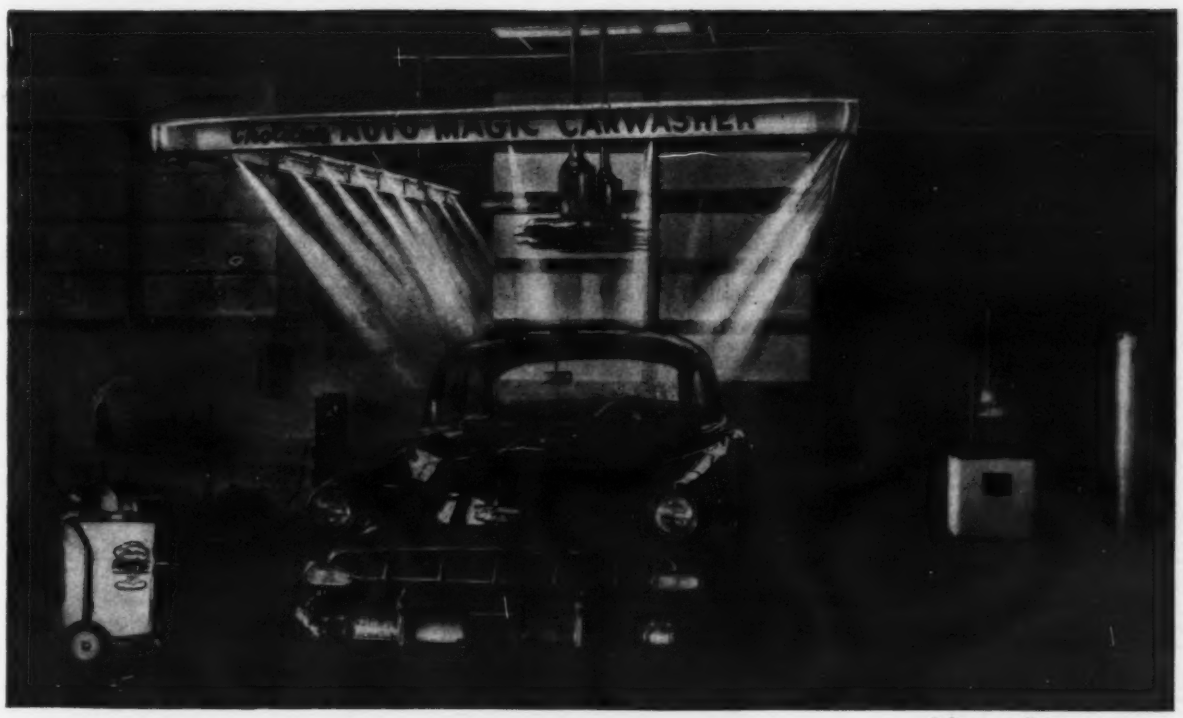

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only $10.40* a month — vacuum cleaner (18 mos.)

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☐ auto-magic CAR DRYERS ☐ Vacuum Cleaner ☐ Oil Changer

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Who's Who in the Auto Industry

(Continued from Page 207)

BRIDGEPORT THERMOSTAT DIV., Robertshaw-Fulton Controls Co., 155 Hill st., Milford, Conn. Thermostats. J. A. Robertshaw, pres.; A. D. Rapuano, vice-pres., gen. mgr.; W. H. Steffler, secy.-treas.; C. F. Ahlheim, sales mgr.; J. F. Mayne, asst. sales; E. D. Rogers, adv. mgr.; D. L. Morgan, chief engr.; H. V. Boshes, pur. agt. **Det. Rep.** — C. E. Sharp, 705 Donovan bldg. **Adv. Agcy.**—Arndt, Chapin, Preston, Lamb and Keen, Inc., Philadelphia, Pa.

BRIGGS FILTRATION CO., River rd., Washington 16, D. C. Oil filters and oil filter replacement elements, F. S. Ehrman, pres.; J. H. Nash, vice-pres., secy.-treas.; M. J. Russell, sales mgr. (automotive); H. K. Woodward, sales mgr. (industrial); Mrs. Val McInteer, sales prom. mgr.; W. J. Ebel, chief engr.; D. Hardester, pur. agt.; N. L. King, traf. mgr. **Det. Rep.** — Industrial: D. A. Shortt, Briggs Filtration Co., 18079 Wyoming ave. **Adv. Agcy.**—Willis S. Martin Co., Fort Wayne, Ind. W. S. Martin, acct. exec.

BRIGGS AND STRATTON CORP., 2711 North 13 st., Milwaukee 1, Wis. Automotive locks, switches and related equipment. C. L. Coughlin, pres.; Edward V. Oehler, vice-pres. chg. sales; L. G. Regner, secy., treas.; R. W. Griffith, works mgr., vice-pres. chg mfg.; O. L. Sickert, sales mgr.; R. C. Freitag, adv. mgr.; W. B. Van Vleet, serv. mgr.; H. S. Brown, vice-pres. chg engr.; J. F. Bode, vice-pres. chg. pur.; Paul E. Pender, traffic mgr. **Det. Rep.**—H. J. Meakin, P. W. Trier, Briggs and Stratton Corp., 716 New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—Klau, Van Pietersom, Dunlap, Inc., Milwaukee, Wis. R. Ban, acct. exec.

BRIGHT STAR INDUSTRIES, 600 Getty ave., Clifton, N. J. Flashlights, flashlight and radio batteries, dry cells, vitasparks. A. I. Barash, exec. vice-pres.; G. H. Boucher, vice pres. sales; L. J. Kalkut, sales office mgr.; G. Feber, pur. agt.

BRIGHTBILL BODY WORKS, INC., M. A., E. Cumberland st., Lebanon, Pa. Truck bodies, vans, custom bodies. Richard L. Boeshore, pres., wks. mgr.; Kathryn A. Boeshore, secy.-treas.; James A. Eckenroth, asst. mgr.

BROCKWAY MOTOR CO., INC., 106 Central ave., Cortland, N. Y. Brockway trucks. Harry O. King, pres.; Jacob Saliba, exec. vice-pres.; J. E. Cambria, vice-pres. and gen. mgr.; V. A. Phillabaum, asst. gen. mgr; Stewart F. Rider, secy.-treas.; Nelson C. Bell, asst. secy. and asst. treas.; Wm. H. Pillars, asst. secy.; Gerald D. Shira, adv. mgr.; Alex Kerr, serv. mgr.; F. M. Ambler, chief engr.; Claude M. Bigelow, pur. agt.; Robert Brow, asst. pur. agt.; Harold O. Keller, prod. mgr.; John Vico, asst. prod. mgr.

BROWN - LIPE - CHAPIN DIV., General Motors Corp., Town Line rd., Syracuse, N. Y. Hub caps, bumper guards, die cast trim. Norman M. Ross, gen. mgr.; George S. Cole jr., mfg. mgr.; Stanford Landell, dir. of product engrg. and sales; Harry C. Nelson, sales mgr.; Velton C. White, dir. pur. and prod. con.

BROWN RUBBER CO., INC., Union st. and 52 By-Pass, Lafayette, Ind. Sponge rubber and vinyl foam products. E. A. Callanan, pres.; George Leach, exec. vice pres.; W. H. Hippensteel, sales mgr. automotive div.; J. R. Jamison, sales mgr., new products; George McCollough, vice-pres., wks. mgr.; C. S. Yoran, vice-pres., dir. of research; C. C. Lewis, treas.; R. D. Branigan, secy.; D. B. Adams, comptr.; H. L. Weitschurack, dir. of pur.; H. R. Kissell, dir. of personnel; F. C. Tuxworth, cf. engnr.; G. J. Meyers, traffic mgr. **Det. Rep.**—A. E. Hess, 1019 Fisher bldg., Detroit, Mich.

BROWN TRAILERS, INC., Spokane, Wash. Aluminum trailers and bodies; van semi-trailers, open top semi-trailers, grain semi-trailers, doubles semi-trailers, step floor semi-trailers; van full trailers, cargo van bodies. T. C. Brown, pres. and chm. of bd.; W. R. Brown, exec. vice-pres.; A. A. Kearney, vice-pres., sales mgr.; L. A. Clark, vice-pres. prod.; G. R. Mortenson, vice-pres. procurement; T. A. Roberts, vice-pres., western reg. sales mgr.; John Leveille, treas.; R. L. Bailey, Spokane plant mgr.; R. H. Rhoads, Reading plant mgr.; R. G. Flagan, chief engr.; C. W. Raymond, adv. mgr. **Adv. Agcy.** — Allied Advertisers Agency, Toledo, O.

BRUNNER MANUFACTURING CO., 1821 Broad, Utica 1, N. Y. Air compressors, L.P. gas units, air conditioners, hermetic units, refrigeration equipment. A. G. Zumbrun, pres.; A. W. Detwiler, exec. vice-pres.; George C. Mumford, secy.-treas.; A. Steiger, works mgr.; F. C. Hawk, vice-pres. chg. sales; W. C. Roberts, adv. mgr. and sales prom.; Joe Connors, serv. mgr.; M. W. Stoms, application engr.; H. E. Schiller, vice-pres. pur.; Andrew Breckel, traf. mgr.; O. R. McDonald, pub. rel. dir.; J. Raufeisen, chief engr. **Det. Rep.**—A. L. Haldeman, P. O. Box 134, Chagrin Falls, O. **Adv. Agcy.** — Moser & Cotins, Utica, N. Y. Lyle Reigler, acct. exec.

BRYANT CHUCKING GRINDER CO., 257 Clinton, Springfield, Vt. Internal grinders, internal and external thread gages, groove gages, granite surface plates, boring machines. W. J. Bryant, pres.; J. H. Beardsley, exec. vice-pres.; Alan E. Stubbs, sales mgr.; H. A. Bush, treas.; P. A. Grobey, dir. of engr. and research; E. R. Olney, pur. agt. **Adv. Agcy.**—H. A. Loudon, Adv., Boston, Mass.

BUCKEYE RUBBER PRODUCTS, INC., 637 N. Jackson st., Lima, O. Belts, radiator hose, floor mats, mud guards, sponge rubber stripping, molded sponge rubber gaskets, neoprene rubber seals both strip and sheet, rubber sleeves, rubber packing, rubber and cork compounds, and all automotive and industrial rubber specialties. Ben Rakowsky, pres., gen mgr.; Rudy Rakowsky, vice-pres., secy., sales mgr.; A. J. Verstein, treas., pur. agt.; A. Roth, wks. mgr.; Charles Claypoole, chief engr.

BUCKLEY MANUFACTURING CO., Caldwell dr., Cincinnati, O. Automotive fuel tanks, stampings, assemblies, air-conditioning cabinets, painted metal products. Maurice Reardon, pres.; Charles Seifert, vice-pres.; Elizabeth Reardon, secy.-treas.; W. O. Anshutz, gen. mgr.; J. D. McKerracher, works mgr. **Det. Rep.**—Richard H. Haynes, 2711 E. Jefferson, Detroit 7, Mich.

BUDD CO., 2450 Hunting Park ave., Philadelphia 32, Pa. Body parts and stampings; truck and bus and passenger car wheels; stainless steel truck trailers; agricultural implements. Edward G. **Budd jr., pres.; E. R. Schmidt, exec.** vice-pres.; A. R. Lindsay, engr. and research, vice-pres.; Al Walton, vice-pres. mfg.; C. Coyle, E. Bates, D. Coyle, R. J. Kalbfleisch, plant mgr.; R. F. Littley, vice-pres. auto sales; Wm. A. Ehresman, pur. agt.; Charles Davitt (Phila.), W. J. S. Buchanan (Detroit), Paul Telep (Gary, Ind.), E. D. Heilbrun, (Phila. Red Lion), traf. mgrs.; A. D. Leeson (Phila.), Carson M. Wallace (Detroit), pub. rel. mgrs. **Adv. Agcy.** — Lewis & Gilman, Philadelphia 2, Pa. John C. Belfield, acct. exec.

BUELL MFG. CO., 919 W. 49th Place, Chicago 9, Ill. Air horns, compressors. R. D. Buell, pres.; Roy D. Buell jr., vice-pres.

BUICK MOTOR DIV., Flint 2, Mich. Motor cars. I. L. Wiles, gen. mgr.; E. T. Ragsdale, gen. mgr.; A. H. Belfie, gen. sales mgr.; J. L. Bradshaw, J. B. Nash, R. F. Blair, asst. gen. sales mgrs.; G. D. Wilson, adv. mgr.; E. J. Krause, serv. mgr.; Paul E. McCracken, parts and acc. mgr.; V. P. Mathews, chief engr.; F. J. Compson, pur. agt.; C. Clark Smith, traf. mgr.; Harold E. Hardenbrook, wks. mgr.; W. E. McNaught, pub. rel. mgr. **Det. Rep.**—J. A. Mayer, 6164 Cass ave., Detroit. **Adv. Agcy.**—Kudner Agency, Inc., New York, N. Y. Martin Rice, acct. exec.

BUILDERS ORNAMENTAL IRON CO., Frame Master Div., 4655-59 W. Arthington st., Chicago, Ill. Frame and axle straightener for cars and trucks; collision units for alignment and front end work up to the cowl; special axle tools. William J. Payes jr., pres. and treas.; Frank J. Sudlik, vice-pres., gen. sales mgr.; R. C. Crandall, pur. agt.; Frank Rach, chief instructor. **Adv. Agcy.**—Leslie Brink, Chicago, Ill.

BULLARD COMPANY, THE, 286 Canfield ave., Bridgeport 9, Conn. Machine tools including vertical turret lathes, boring, milling and drilling tools, spacer table, chucking grinder, etc. E. C. Bullard, pres., gen mgr.; George Todd, vice-pres., contr.; F. L. Dabney, secy-treas.; R. A. Shoemaker, asst. to vice-pres.; F. U. Hayes, vice-pres., asst. gen. mgr.; H. E. Neale, sales mgr.; M. K. Peck, asst. sales; R. C. Bullard, adv. mgr.; W. C. Neu, asst. adv. mgr.; K. E. Howard, serv. mgr.; T. H. Wilber, pur. agt., traf mgr.; N. Pleasanton, pub. rel. mgr. **Det. Rep.** — Wilfred Thompson, 16601 James Couzens hwy., Detroit 21, Mich. **Adv. Agcy.** — Park City Adv. Agcy., Bridgeport, Conn.

BUNDY TUBING CO., 8109 E. Jefferson ave., Detroit 14, Mich. Bundyweld steel tubing, monel tubing. W. W. Anderson, pres.; G. D. Baker, vice-pres. sales; W. W. Anderson jr., vice-pres., gen. mgr.; J. L. Shanahan, vice-pres mfg.; P. A. O'Connell, sales mgr.; T. H. Schneider, pur. agt. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, Mich. L. Grant Hamilton, acct. exec.

BUNTING BRASS & BRONZE CO., 715 Spencer st., Toledo 1, O. Cast bronze bearings, both standard and special; electric motor bearings; bronze bars of bearing bronze. G. H. Adams, pres.; W. F. Volk, secy.-treas.; R. R. Hirsch, vice-pres. of sales; M. A. Hamman, B. Van Steenburgh, sales mgrs.; A. L. Cremean, vice-pres. manufacture; D. C. Spaulding, prod. engr.; W. H. Roberts, pur. agt.; F. Stewart, traf. mgr. **Adv. Agcy.** — Beeson-Reichert, Inc., Toledo, O.

BURCH MANFACTURING CO., INC., 618 First ave. N., Fort Dodge, Ia. Industrial heat houser, boat covers, truck covers, motor carriers and weathertite tarps. Paul E. Burch, pres., pur. agt.; Phillip L. Burch, vice-pres.; Karl D. Burch, secy.; Max Burch, treas.; James L. Ellstrom, gen. mgr.; John H. Billings, sales, adv., sales prom. mgr.; Don Swalla, chief engr.; Dale W. Spurling, traf. mgr. **Adv. Agcy.**—Peterson Advertising Agency, Fort Dodge, Ia.

BURD PISTON RING COMPANY — 1401 23rd ave., Rockford, Ill. Piston rings, valve packing, valve guides. E. A. Genrich, plant mgr.; E. F. Eiseman, sales mgr.; D. L. Fisher, traf. mgr.; I. R. Ackerman, prod. mgr.; F. H. McCalmon, plant supt. **Adv. Agcy.**—Western Adv. Agency, Chicago, Ill.

BURG, A. S., CO., 116 South st., Boston 11, Mass. Materials for auto seat covers. A. S. Burg, pres., adv. mgr.; Barney Kane, vice-pres., sales mgr., pur. agt.; Elliot Adelman, secy.; G. Burg, treas.; Albert Ross, asst. treas. **Det. Rep.** — Frank J. Murphy jr. **Adv. Agcy.**—Bresnick Co., Boston, Mass.

BURGESS BATTERY CO., Freeport, Ill. Dry batteries, flashlights, pocketlights, lanterns. D. W. Hirtle, pres.; F. J. Kirkman, exec. vice-pres.; D. J. Teare, treas.; H. F. Horstmeyer, secy.; W. T. Evans, asst. secy., treas.; H. C. Cramer, vice pres. chg. production; J. J. Coleman, vice-pres. chg. engrg.; C. E. Balz, sales mgr.; R. E. Beldt, pur. agt.; A. C. Harris, traf. mgr. **Det Rep.**—H. E. Heisner, 10931 Balfour rd., Detroit 24. **Adv. Agcy.**—Kane Advertising, Bloomington, Ill. Edmund Kane, acct. exec.

BURGESS-NORTON MFG. CO., Geneva, Ill. Piston pins, stampings, hardened and ground parts, screw machine products. C. M. Burgess, pres., treas.; F. E. Burgess, exec. vice-pres. and asst. treas.; R. A. Anderson, vice-pres., prod.; C. B. Johnson, vice-pres. sales; G. M. Waller, vice-pres., engrg.; W. T. Crane, adv. mgr.; M. H. Townsend, chief metallurgist; G. D. Holliday, pur. agt.

BURKART MANUFACTURING CO., F., Div. of Textron American, Inc., 4900 North Second st., St. Louis, Mo. Automotive cushion padding, cotton felt and sisal padding. Harry J. Burkart, vice-pres., gen. mgr.; R. B. Morrow, wks. mgr.; Harry F. Meyer, adv. mgr.; Wm. McEwen, pur. agt.; George Bell, traf. mgr. **Det. Rep.**—W. C. Patterson 2679 Conner ave. (automotive sales mgr.). **Adv. Agcy.**—Winius-Brandon, St. Louis, Mo. William Sanborn, acct. exec.

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Who's Who in the Auto Industry

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BURKHARDT CO., 3815 W. Fort st., Det. 16, Mich. Loose leaf binders, processed catalog covers, celluloid indexes, leather portfolios and cases, easel display binders, pamphlet binding, general bookbinding. Edward H. Zerbe, pres. and dir. of sales; J. C. Burkhardt, vice-pres. and prod. mgr.; R. C. Burkhardt, vice-pres., sales mgr.; L. D. Knoor, secy.-treas.; Charles Golk, works mgr.; Wm. Geddis, vice-pres., adv. and sales prom. mgr.; A. W. Smallfuss, pur. agt.; Lee Smith, traf. mgr

BURLINGTON INDUSTRIES, 1430 Broadway, N. Y. Textile fabrics, J. Spencer Love, chmn. of bd.; Herman D. Ruhm jr., pres.; J. C. Cowan jr., vice chm. of bd.; Louis Laun, adv.; Gilbert T. Karp, public rel. **Det. Rep.** — Gehringer & Forsyth, 15151 James Couzens hwy., Detroit, Mich.

BURLINGTON MILLS, INC., 748 Chestnut st., Burlington, Wis. Decorated and printed insulating automotive felts, floor carpeting, luggage compartment lining, head lining, glove compartment lining, dash seal, kick plates, risers, shelf lining and seat facings. Wm. A. McMillan, chmn. of the bd.; R. A. Kinzer, pres.; A. J. Rueter, secy. - treas.; Howard Fabian, wks. mgr.; Donald Tench,, vice-pres. chg. sales, and adv. mgr.; J. F. Zemaitis, research dir.; W. G. Mett, pur. agt.; Hugh H. Loud, Detroit dist. mgr.; Stephenson bldg., Detroit 2. **Adv. Agcy.**—Keck Advertising Agency, Oconomowoc, Wis. Pete Keck, acct. exec.

BURNDY ENGINEERING CO., INC., Norwalk, Conn. Electrical solderless connectors, automotive and tank harness connectors, installation tools. Bern Dibner, pres.; Marvin Lee, exec. vice-pres.; Sidney Wolberg, secy.; Eric E. DeMarsh, vice-pres., chg. sales; Lewis E. Gage, adv. mgr., sales prom. mgr.; Alex Butkowsky, asst.; Julian Rogoff, chief engr.; Sidney Wolberg, dir. of pur. **Det. Rep.**—Knaus, Glaser, Bowman & Henry, 3117 W. McNichols rd. **Adv. Agcy.**—Ben Wexton Co., 11 East 47th st., New York City. Ted Gravenson, acct. exec.

BURROUGHS CORP., 6071 Second ave., Detroit 32, Mich. Adding machines, bookkeeping machines, accounting machines, calculating machines, billing machines, cash registering machines, microfilm equipment (distributors of Bell & Howell Microfilm); ribbons, carbon paper, roll paper and other supplies for all types of business machines. John S. Coleman, pres.; R. R. Eppert, exec. vice-pres.; K. C. Tiffany, vice-pres., finance; R. G. Bower, vice-pres., engrg.; C. E. Schneider, vice-pres., ind. rel.; W. J. Delahanty, vice-pres., mfg.; Clarence Dunlop, vice-pres.; Sheldon Hall, vice-pres., secy.; Dr. I. Travis, vice-pres., research; R. W. Macdonald, vice-pres., international activity; M. E. Mengel, vice-pres. special machines; H. A. Lombard, treas.; Willis E. Morgan, vice-pres., mktg.; Noel L. Mudd, gen. sales mgr.; K. T. Bement, asst. gen. sales mgr.; W. C. Sprouli, dir. adv.; A. R. MacIsaac, asst. dir. adv.; C. A. Baker, gen. serv. mgr.; R. S. Stark, pur. agt.; Edw. Littlejohn, dir. pub. rel. **Det. Rep.**—E. J. Shaver, mgr. Detroit branch, 7351 Woodward ave., Detroit 2. **Adv. Agcy.**—J. Walter Thompson Co. (export), Campbell-Ewald Co. (domestic), Detroit, Mich. G. Richardson jr. (J. Walter Thompson Co.), Paul Stewart (Campbell-Ewald), acct. execs.

BURTCHAELL HEATING CO., 2944 S.E. Powell blvd., Portland 2, Ore. Pacific portable truck loading hoist. J. T. Burtchaell, pres.; Robt. B. Chappel, vice-pres.; C. T. Mudge, secy.; Cloyce Taylor, wks. mgr. **Adv. Agcy.**—Elwood Enke, Portland, Ore.

BURTON AUTO SPRING CORP., 2433 W. 48th st., Chicago 32, Ill. Leaf springs, truck and truck trailers, crawler tractors, coil springs, hot wound ½" or over. Harry H. Hans, pres., adv. mgr.; Robert H. Hans, vice-pres.; Charles E. Sertich, secy.; Clarence Tharnstrom, treas.; Roy Beedy, works mgr.; Charles E. Sertich, sales mgr.; Walter F. Skvorc, asst. sales; John Ahr, chief engr.; Chris Thulien, pur. agt.; Walter F. Skvorc, traf. mgr. **Det. Rep.** — H. C. Cronenweth, 18627 James Couzens Hwy. **Adv. Agcy.**—Peterson Adv. Agency, Chicago, Ill.

BURTON-ROGERS CO., Sales Div., Hoyt Electric Instruments, 42 Carleton st., Cambridge 42, Mass. C. W. Burton, pres., treas.; V. S. Church, vice-pres., gen. mgr.; William de K. Burton, secy.

BUSCH, A. G., & CO., INC., 2632 N. Central ave., Chicago 39, Ill. Electromagnet plug-in trouble lights, utility and warning light plug-in, warning flag kit, graphite guns carded, slick-spray graphite, 1-lb. cans, automotive accessory plugs carded, plug parts and plug and cord sets for other manufacturers. Albert G. Busch, pres., gen. mgr.; M. E. Ahlstedt, asst. secy.; D. M. Busch, treas.; Jos. Focosi, works mgr.; (Mrs.) A. L. Schubbe, asst. sales; Joe Focosi, chief engr.; P. A. Patterson, asst' pur. agt. **Det. Rep.**—John J. Gallagher, M. E. Hewitt, 307 Pasadena blvd., Toledo 12, O. **Adv. Agcy.**—Jacobson & Toone, Chicago, Ill. Russ Jacobson, acct. exec.

BUSSMANN MFG. CO., University at Jefferson, St. Louis 7, Mo. Fuses for all types of electrical circuits. A. B. Bussmann, pres.; H. T. Bussmann, vice-pres.; J. C. Ingram, sales mgr.; J. A. Bussmann, secy.-treas.; H. von P. Thomas, adv. mgr.; Wm. C. Joyce, serv. mgr.; Lee J. Bussman, pur. agt. **Adv. Agcy.**—Henderson Advertising Co., St. Louis 3, Mo.

BUTLER ENGINEERING CO., INC., 2612 Rousseau st., New Orleans 13, La. Water correction. Albert Mevi, pres.-treas.; Harold L. Bevelheimer, vice-pres. and gen mgr.; Edgar M. Butler, vice-pres. prod.

BUTLER MFG. CO., 7400 E. 13th, Kansas City 26. Truck tanks, truck transports, oil equipment, steel buildings, farm equipment, dry cleaning equipment. Oscar D. Nelson, pres.; Glen C. Speakman, vice-pres. sales; George Dillon, secy.; Darius Melcher, treas.; John A. Morgan, exec. vice-pres.; Jack Howse, adv. mgr., sales prom. mgr., pub. rel. mgr.; Luther Melcher, pur. agt. **Adv. Agcy.**—Aubrey, Finlay, Marley & Hodgson, Kenneth Hill, acct. exec.

BUXBAUM CO., 1212 7th st., S. W., Canton 1, O. Tire and tube patches, truck and trailer flaps, car wash sponge mits, small parts cabinets, squeegee-scrapers, car window trays, bug and snow deflectors. Albert Buxbaum, pres.; L. L. Narens, vice-pres.; Lewis Buxbaum, secy.; Carl Rehm, treas.; Vern Rehm, gen. mgr.; Gordon Ferguson, works mgr.; Manny Katz, sales mgr.; Lyle Stemple, adv. mgr.; William Seib, chief engr.; Robert Carl, pur. agt.; Chris Diamant, traf. mgr. **Adv. Agcy.**—Frease & Shorr, Canton, O. William Frease, acct. exec.

BYERS, A. M., CO., 16th Floor Clark bldg., Pittsburgh 22, Pa. Pipe, wrought iron nipples, wrought iron hot rolled, wrought iron pipe, wrought iron. A. B. Drastrup, pres.; Rolf Griem, contr.; F. G. Love, secy.-treas.; B. M. Byers, vice-pres.; H. R. Rowland, gen. mgr., wrought iron sales; F. E. Farnan, adv. mgr.; R. H. Clay, engr. serv. mgr.; F. E. Engelhardt, pur. agt.; W. Elliot, traf. mgr. **Det. Rep.**—T. W. Hogan, 2737 W. Grand blvd. **Adv. Agcy.**—Ketchum, MacLeod & Grove, Pittsburgh, Pa. C. M. Morley, acct. exec.

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CBS, INC., CBS RADIO Div. of, 485 Madison ave., New York, N. Y. Arthur Hull Hayes, pres.; John Karol, vice-pres. of network sales; William Shaw, sales mgr.; Ben Lochridge, eastern sales mgr.; Roger K. Huston, central div. sales mgr.; Jack Donahue, Pacific coast sales mgr.; William Firman, Detroit sales mgr. **Adv. Agcy.**— McCann Erickson, New York, N. Y.

CBS, INC., Television Div., 485 Madison ave., New York 22, N. Y. J. L. Van Volkenburg, pres.; William H. Hylan, vice-pres. chge. of sales; Thomas H. Dawson, sales mgr.; Charles R. Sterritt, Detroit sales mgr.; Sam K. Maxwell, Chicago sales mgr.; Frank Samuels jr., Pacific sales mgr.; William Golden, creative dir. adv. and sales prom.; John P. Cowden, opr. dir., adv. and sales prom.; Charles Oppenheim, dir. press inf. **Adv. Agcy.** — McCann-Erickson, New York, N. Y.

CADIE CHEMICAL PRODUCTS, INC., 549 W. 132nd st., New York 27, N. Y. Polishing cloth for auto body, anti-fog windshield, chromium, metal and brass. A. Axelrath, pres.; E. W. Meyers, vice-pres.; A. J. Meyers, secy. **Det. Rep.**—James J. Cussen Assoc., 6432 Cass ave. **Adv. Agcy.** — Tracy Kent, New York, N. Y.

CADILLAC MOTOR CAR DIV., 2860 Clark ave., Detroit 32, Mich. Motor vehicles. D. E. Ahrens, gen mgr.; J. M. Roche, gen. sales mgr.; C. F. Arnold, chief engr.; H. G. Warner, wks. mgr.; A. F. Swetish, compt.; J. H. Lamb, mgr. pur.; W. S. Chisholm, dir. per. and pub. rel.; R. H. Fernwood, dist. mgr.; W. T. LaRue, merch. mgr.; R. M. Phillips, gen. serv. mgr.; C. Read, gen. parts and acces. mgr.; K. R. Baldwin, bus. mgr.; George D. Sills, organization mgr.; C. H. Smith and E. F. Upson, asst. gen. sales mgrs.; O. M. Kujala, traf. mgr. **Adv. Agcy.** — MacManus, John & Adams, Bloomfield Hills, Mich.

CADILLAC PLASTIC AND CHEMICAL CO., 15111 Second ave., Detroit 3, Mich. Plastic air conditioning ducts, convertible flexible vinyl rear windows, cast acrylic rods, tubes and blocks, anti-static polish, styrene sheets, rods and slugs. Robert B. Jacob, pres.; Richard J. Jacob, vice-pres., gen. mgr.; Glayden V. Fox, secy., pur. agt.; John O'Brien, treas.; George Carlyon, works mgr.; Lloyd R. Marentette, sales mgr.; Harry Stephenson, asst. sales; Saul Shiefman, adv. and sales prom. mgr.; R. Weber, serv. mgr.; W. Grindem, chief engr.; I. Gauthier, traf. mgr.; Don Belle, pub. rel. mgr. **Adv. Agcy.**—W. B. Doner & Co., Detroit, Mich. Robert B. Jacob, acct. exec.

CADILLAC PRODUCTS, INC., 2300 Gainsboro, Ferndale 20, Mich. Service sheet metal wrappings, industrial paper specialties, cushioning and blocking, custom-made insulation and interior trims, polyethylene seat covers, heat sealed bags and similar items for industrial parts packaging. M. P. Williams, pres.; R. J. Williams, vice-pres.; E. A. Wagner, treas.; M. J. Hailey, secy.; Pat Connolly, sales mgr ; R. Stahlman, pur. agt.

CALIFORNIA CUSTOM ACCESSORIES MFG. CO., 301 W. Jefferson blvd., Los Angeles 7, Calif. Hooded fender extensions, tail light conversions, custom grille conversions, chrome air cleaners, chrome wire looms, full length bull-nose moldings, custom equipment. Joseph Kraus, pres.; Alex Kraus, vice- pres.; Phillip Kraus, vice-pres. **Adv. Agcy.** — Edw. S. Kellog Agency, Los Angeles, Calif. Jim Donovan, acct. exec.

CALIFORNIA OIL CO., THE, 1200 State st., Perth Amboy, N. J. Gasoline, lubricating oils, kerosene, greases, fuel oils. B. W. Pickard, pres.; C. E. Allen, vice-pres.; G. E. Lindley, vice-pres.; T. P. O'Neill, vice-pres.; F. W. Mayer, secy.-treas.; H. H. Brereton, compt.; C. J. Moody, vice-pres., lubricants; G. S. Cranmer, mgr., sales develop.; F. A. Hay, mgr., distributor sales; R. H. Rowland, works mgr.; J. H. Williams, chief engr.; E. N. Britton, pub. rel. mgr.; M. F. Barry, adv. mgr. **Det. Rep.**—E. F. Clegg, dist. mgr., 600 So. Michigan ave., Chicago. **Adv. Agcy.**—Batten, Barton, Durstine and Osborn, Inc., 383 Madison ave., N. Y. R. C. Coblens, acct. exec.

CALLAWAY MILLS, INC., 295 Fifth ave., New York 16, N. Y. Industrial fabrics, industrial yarns, automobile headlining fabrics. R. D. Williams jr., pres.; F. S. Graves (ind. fabrics), D. F. Halsey (ind. yarns), F. R. Spitznagel (headlinings), sales mgrs.; Walter D. Strang, adv. and pub. rel. mgr. **Det. Rep.**—F. R. Spitznagel, Francis Palms bldg., Detroit 1. **Adv. Agcy.** — J. M. Mathes, Inc., New York 17, N. Y. Harry Mathei, acct. exec.

CAL-VAN MACHINE PRODUCTS, INC. 809 S. Water st., Jackson, Mich. Automotive parts for car manufacturing; specialized garage tools. B. L. Dowley, pres.; J. C. Mick, vice-pres.; D. E. Ritson, secy.; A. L. Dowley, treas.; W. J. Dowley, vice-pres. **Adv. Agcy.**—Guy Core Co., Jackson, Mich.

CAM TOOL CO., INC., 11 Randwick ave., Oakland 11, Calif. Bead breakers (tractor and passenger), tire lifter, bearing remover, truck steps, engine stands, cranes (truck and portable and hydraulic). Nars Bergeron, pres.; George I. Knapp (sales mgr.), secy. and treas. Bishop & Bahler Co., traf. mgr. **Adv. Agcy.**—Emil Rein-

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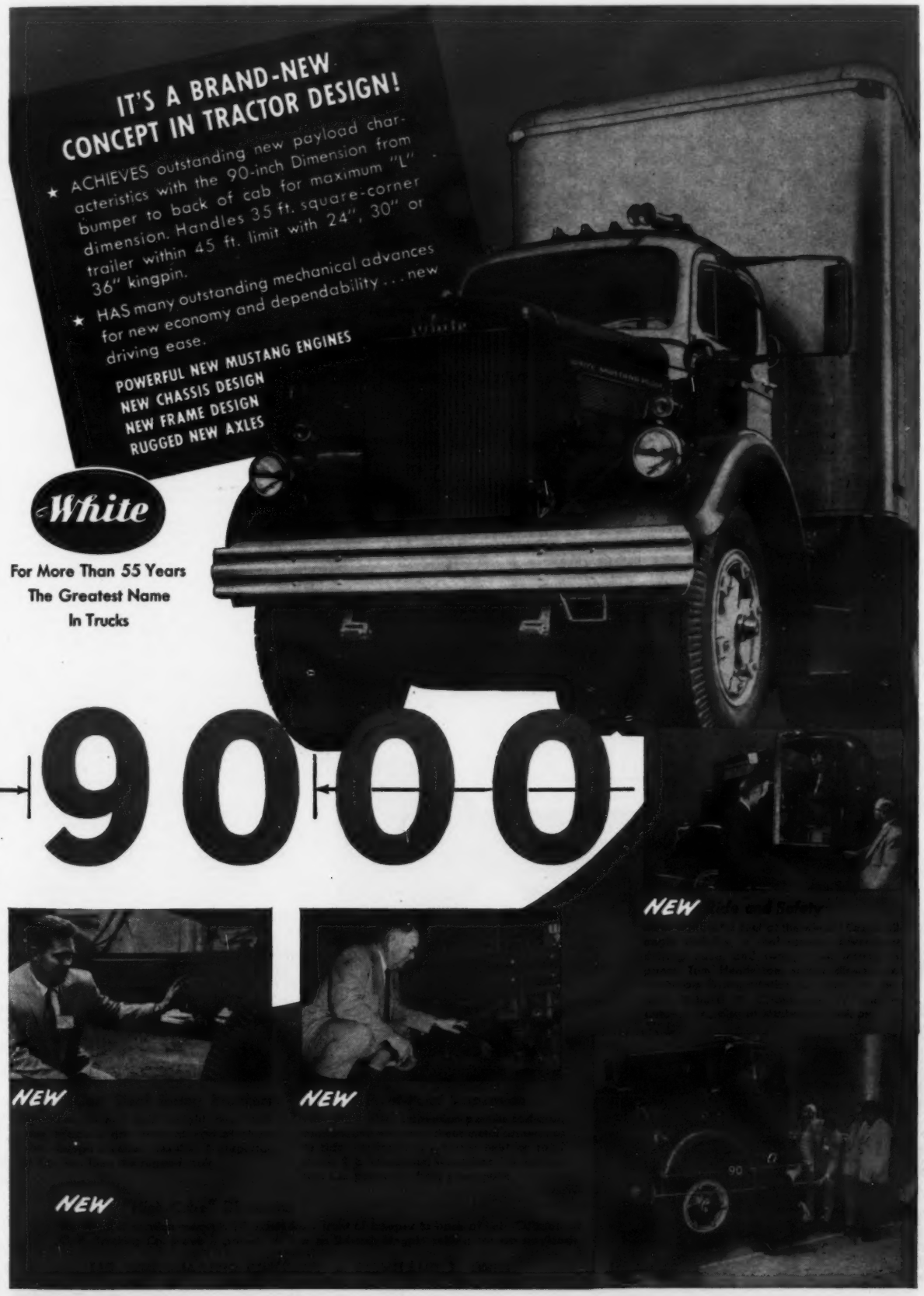

Who's Who in the Auto Industry

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hardt Adv., 1736 Franklin st., Oakland, Calif.

CAMPBELL CHAIN CO., York, Pa., and West Burlington, Ia. Passenger car tire chains, tractor chains, tractor klips, welded and weldless chain. Geo. J. Campbell jr., pres.; N. A. Campbell, vice-pres.; M. H. Campbell, secy.; A. A. Hally, gen. sales mgr.; N. Allan Pettit, adv. mgr.; Howard D. Campbell, treas., pur. agt.; G. K. Blum, wks. mgr.; Howard Ziegler, traf. mgr. Det. Rep.—J. W. Ferree, 1935 Villa rd., Birmingham, Mich. Adv. Agcy.—Aitkin-Kynett Co., Philadelphia, Pa. M. E. Goldman, acct. exec.

CAMPBELL CO., INC., A. S., 161 Prescott st., East Boston 28, Mass. Metal stampings; automobile bumper, fender grille and rear truck guards; automobile license plate frames, two and four-wheel trailers and farm wagons, exhaust extensions, wingrails, wire wheel covers. N. C. Raymond, pres. and treas.; W. S. Axford, exec. vice-pres.; W. E. Porter, vice-pres. and gen. sales mgr.; C. R. Campbell, vice-pres. chg. mfg. sales; W. S. Tucker, sales mgr.; R. H. Hanson, asst. sales and adv. mgr.; R. N. Raymond, dir. pur.; L. Wells, traf. mgr.; R. F. Carroll, pers. mgr. Det. Rep.—C. R. Campbell, 10124 W. McNichols rd., Detroit. Adv. Agcy.—Charles M. Cray & Associates, Inc., Detroit, Mich.

CAMPBELL SONS CORP., HARRY T., Campbell bldg., 100 W. Pennsylvania ave., Towson 4, Md. Truck sanders. Bruce S. Campbell, pres.; H. Guy Campbell, vice-pres., treas.; Robert F. Porter, vice-pres.; Florence C. Russell, secy.; Albert S. Cummins, gen. mgr.; William F. Childs III, sales mgr., Calcite dept.; Dennis M. Hoffman, sales mgr., Sakrete div.; Richard L. Campbell, chief engr.; James E. Wills, pur. agt. Det. Rep.—J. A. Brown, 108 Newburn dr., Pittsburgh 16, Pa. Adv. Agcy. — VanSant-Dugdale Co., Inc., 15 E. Fayette st., Baltimore 2, Md. Nicholas VanSant, acct. exec.

CAMPBELL, WYANT AND CANNON FOUNDRY CO., Henry st., Muskegon, Mich. Automotive and high production castings in iron and steel, cylinder blocks and cylinder heads for both gasoline and diesel engines, camshafts, crankshafts, gears, pistons, housings, cylinder liners, manifolds, brake drums, bearing caps and miscellaneous high-strength steel and alloyed iron castings for the automotive, railroad and agricultural implement industries. C. E. Allen, pres.; H. A. Deane, vice-pres.; R. L. Lindland, vice-pres.; W. E. Busker, treas.; H. McKeen, sales mgr.; M. R. Wiard, chief engr.; E. G. Carlson, pur. agt.

CANELL CO., 44 Liberty st., Little Ferry, N. J. Automobile luggage racks, replacement wood parts for Station Wagons, station wagon decals. Wm. J. Canell, pres.; D. J. Canell, sales mgr. Adv. Agcy.—Diener & Dorskind, New York, N. Y.

CANFIELD TOW BAR CO., INC., 6033 E. McNichols rd., Detroit 12, Mich. Power wreckers for all makes and sizes of trucks. E. C. Vandegrift jr., pres. and gen. mgr.

CANNON CHEMICAL CO., INC., 181 Portland st., Cambridge 41, Mass. Rustbuster radiator treatment, lecton car-care (paint protection), lecton chrome care (chrome protection), hazebuster (cleaner), dirtbuster car wash. Leo E. Concannon, pres., treas.; Edward H. Concannon, vice-pres.

CAPITOL ENGRG. REPRODUCTION CO., 835 Holden ave., Detroit 2, Mich. Reproductions, grids. Bartheld Zeunen, pres.; Leo E. Zeunen, vice-pres.; Gus Bruns, sales mgr.; Nishon Muradian, gen. supt.

CAPITOL TIRE CO., INC., Scottis Lane east of Ridge, Philadelphia 29, Pa. Remolded tires. Edw. Welt, pres.; P. A. Welt, secy.-treas.; William Chernow, office mgr.; Barth Fredo, prod. mgr.; Walter A. Krappe, plant mgr.; Ernest V. Schindler, sales; Herbert M. Rockwell, sales; George Colvey, asst. office mgr.; Thomas De John, asst. prod. mgr. Adv. Agcy. — Ralph A. Hart Adv. Agency. Ralph Hart, acct. exec.

CARBOLOY DEPARTMENT, General Electric Co., 11177 E. Eight Mile rd., Detroit 32, Mich. Cemented carbides, tools, dies, masonry drills, wear parts, coal mining tools, Alnico permanent magnets, series 800 chrome carbides, hevimet thermistors, tryrite vatistors, vacuum melted metals. K. R. Beardslee, gen. mgr.; J. E. Weldy, mgr. (marketing); F. M. Mansfield, mgr. (product planning); P. J. Jensen, mgr. (manufacturing); R. R. Roberts, mgr. finance; F. J. Staroba, mgr. tool sales; C. E. St. Thomas, mgr. adv. and sales prom.; I. L. Wallace, mgr. (engineering). Adv. Agcy. — Brooke, Smith, French & Dorrance, Inc., Detroit. L. Grant Hamilton, acct. exec.

CARBORUNDUM CO., Buffalo ave., Niagara Falls, N. Y. Bonded and coated abrasive products. C. F. Robinson, pres.; F. J. Tone jr., sr. vice-pres.; E. A. Montgomery, secy.; O. A. Gottschalk, treas.; T. H. Booth, vice-pres. bonded abrasives div.; F. W. Bonacker, asst. vice-pres.; W. H. Wendel, vice-pres. coated prod. div.; F. W. Scott, sales mgr. mdse. branch; W. J. Ulrich, vice-pres.; F. T. Keeler, dir. of mktg.; F. E. Whyte, pur. agt.; K. S. Wright, traf. mgr. Det. Rep.—W. D. Dickerson, 11171 Lappin ave., Detroit 34. Adv. Agcy.—Comstock & Co., Buffalo 2, N. Y. Sterling Hiles, acct. exec.

CAREW STEEL CO., Mt. Zion rd., York, Pa. Standardized steel buildings, roof systems and long-span joists. Howard J. Carew, pres.; William H. Kauffman, vice-pres.; George H. Werner, vice-pres.

CAREY MFG. CO., PHILIP, Cincinnati 15, O. Industrial products, asbestos gasket stock, fibre and specialties, paper and millboard, automotive sound deadening felts and emulsions, asphalt emulsions and asphalt plyboards, 85 percent magnesia and rock wool insulations and industrial flooring, asbestosorb, oil and grease remover, sweeping compound. J. W. Humphrey, pres.; L. W. Clarke, vice-pres. sales; H. R. Barrett, vice-pres.; E. J. Fasold, secy.; S. E. Breulsux, treas. and asst. secy.; L. C. Underwood, sales prom. and adv. mgr.; E. L. Clayton, dir. of pur. Adv. Agcy.—Farson, Huff & Northlich, Cincinnati 2, O. W. J. McLaughlin, acct. exec.

CARLIFE GUARANTY CO., THE, 16501 Wyoming, Detroit 21, Mich. A planned management program for automobile dealers designed to increase new car sales, used car sales, parts and service volume. Geo. M. Taylor, originator; Hanley, Marr and Dawson Taylor, owners; E. C. Nelken, gen. mgr. Adv. Agcy.—E. C. Watkins Co., Detroit, Mich.

CARLINN FABRICS CORP., 81 Essex st., Boston 11, Mass. Rayon, clear vinyl and other synthetic fabrics, cotton trim fabrics. Carl G. Linn, pres. and treas.; C. O. Cosgrove, Stanley Kopelman, sales div.

CARLTON LAMP DIV., Hudson Lamp Co., 528 Elm st., Kearny, N. J. Automotive, radio panel, flashlight and Christmas tree lamp bulbs.

CAR-MON PRODUCTS CO., 4554 North Broadway, Chicago 40, Ill. Manufacturers of Carbon monoxide, exhaust removal equipment. R. L. Sullivan and C. A. Imming, partners; R. L. Sullivan, gen. mgr. Det. Rep.—C. P. (Bud) Hoffman, 6432 Cass ave. Adv. Agcy. — Burlingame-Crassman, Chicago, Ill.

CAROVAN DIV., Universal Sales Inc., Delaware, O. All steel bodies, house-to-house and parcel delivery for Chevrolet and GMC chassis. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; Harry Humes, secy.-treas. Adv. Agcy.—Howard Swink Advertising Agency, Marion, O. Paul Kohler, acct. exec.

CARPENTER & CO., L. E., 170 North Main, Wharton, N. J. Vinyl resin coated fabrics, Mylar-vinyl laminated binding and seat material, foam vinyl cushioning materials. George Lucas jr., pres., treas., gen. mgr.; James V. Medici, vice-pres.; M. Tomlinson, secy.; R. A. Borton works mgr.; Reuben Wisotzky, chief engr.; Arthur W. Mitchell, pur. agt., traf. mgr. Det. Rep. — Auchterlonie & Sons, 668 Pallister ave., Detroit.

CARPENTER MFG. CO., 2235 Bradley, Somerville 45, Mass. Emergency vehicle, warning lights, stanchion lights, standby lights, roof-mounted searchlights, flashing colored lights and spotlights. Harold S. Bird, pres.; Lester A. Worden, wks. mgr.; Robert P. Koehler, adv. and sales mgr.; Peter A. Thompson, asst. sales and serv. mgr.

CARPENTER STEEL CO., 157 W. Bern st., Reading, Pa. Specialty steels (including tool steels, stainless steels), industrial and high nickel alloys. J. H. Parker, chmn of bd.; F. R. Palmer, pres.; C. B. Post, vice-pres.; John Moxon, vice-pres. and secy.-treas.; Arlington Britton, H. S. Potter, vice-pres.; J. W. Thompson, mgr. prod. dept.; Fred von Raab, export mgr.; H. A. Brossman, mgr. stainless steel sales; G. H. Edmonds, mgr. of warehouse distr.; J. E. Hewlin jr., mgr., tool steel sales; H. Goodman, mgr. alloy steel sales; A. E. Keller, adv. mgr.; R. P. Freehafer, pur. agt.; Earl Schearer, traf. mgr. Det. Rep. — C. O. Ericke, 6181 Warren ave., W., Detroit, Mich. Adv. Agcy. — Beaumont, Heller & Sperling, Inc., Reading, Pa. R. F. Heller, acct. exec.

CARSON AUTO SPECIALTY CO., 7549 Pontiac Trail, Walled Lake, Mich. Snap-on rocker panels for Ford, Chevrolet, Plymouth, Pontiac, Oldsmobile, Buick, Dodge, DeSoto, Chrysler, Cadillac and Kaiser. W. C. Chapman, pres., pur agt.; Geo. P. Chapman, vice-pres.; C. R. Chapman, secy.; Rosalie Chapman, treas.; Lucian L. Chapman, gen. mgr.; Robert E. Robinson, works mgr.; Wesley Karinen, sales mgr.; Claude M. Tatman, chief engr. Det. Rep.—Wesley Karinen, 10303 Elmyra.

CARTER CARBURETOR CORP., 2840 N. Spring ave., St. Louis 7, Mo. Carburetors —automatic and manual choke; filters—gasoline, ceramic; fuel jumps—mechanical and electrical; switches—oil pressure. M. F. Peterson, pres. and gen. mgr.; J. T. Ellerman, vice-pres.; C. A. Fee, secy.; J. F. Burditt, treas.; H. E. Volz, prod. mgr.; V. J. Lowenstein, sales mgr., tractor and small carb. div.; D. A. Bragdon, vice-pres. chge. after market sales; J. B. Wilkins, adv. mgr.; L. B. Read, vice-pres. chge. engrg.; D. G. Teasdale, dir. of pur.; F. W. Michel, resident compt. Mgr. Det. Office—A. B. Marshall, 5-117 General Motors bldg. Adv. Agcy.—Oakleigh R. French & Assoc., St. Louis, Mo.

CARTER AND GALANTIN, INC., 710 W. Jackson blvd., Chicago 6, Ill. Promotion programs, product displays, sales charts, training aids. H. E. Carter, pres.; R. H. Piew, vice-pres.; Edmund W. Thoss, secy. and treas. Det. Rep.—R. H. Piew.

CARTER, THE GEORGE R. CO., 630 Lycaste, Detroit 14, Mich. Automobile interior trimmings, textile wireon products. Raymond A. Lander, chmn. of bd.; Louis S. Foulkes jr., pres.; Raymond A. Lander jr., vice-pres.; Roy J. Lingg, secy.-treas.; J. J. Temple jr., mgr.; F. L. Walton, vice-pres., sales mgr.

CARTER PARTS CO., 213 Institute pl., Chicago 10, Ill. Foot dimmer switches, defroster switches, windshield wiper switches, heater switches, door switches, back-up and turn indicator switches. M. J. McCarthy, pres., sales mgr.; A. V. Best, vice-pres.; M. F. Ebeling, secy.-treas.; A. Raab, chief development engr.; D. Eklund, pur. agt. Det. Rep. — Ed Protz, 1516 Morton ave., Ann Arbor, Mich.

CARWASHERS & STEAM EQUIPMENT CORP., 6113 W. Diversey, Chicago 39, Ill. Aqua Vac No. 4 combination: carwasher, vacuum cleaner, parts cleaner, hi pressure pump, motor cleaner. John Mate, pres.; George O. Downer, vice-pres., sales mgr.; Joseph A. Goeller, secy.; Robert McCabe, treas., adv. mgr.; Joseph Williams, gen. mgr.; John A. Sullivan, serv. mgr.; Jerome Dusek, chief engr.; Einar Johnson, pur. agt.

CASCO PRODUCTS CORP., 512 Hancock ave., Bridgeport 2, Conn. Automatic cigaret lighters, inner-controlled sealed beam spotlights, electric motorized antennas. Joseph H Cone, chmn. of bd.; Lawrence E. Fenn, pres.; John J. Reidy, exec. vice-pres., Robert R. Renner, vice-pres. and compt.; Francis V. Gullo, vice-pres. of mfg.; Lloyd F. Taylor, vice-pres. of ind. relations; Harry B. Davis, vice-pres., appliance sales; Norman P. Levine, secy.; Robert O. Knebel, asst. secy.; Morton S. Krall, asst. treas.; W. C. Trautman, dir. of engrg.; Norman P. Levine, dir. of pur.; U. Sykes Mozneck, art dir.; Jack L. Leavy, traf. mgr.; D. J. McCarthy,

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SPICER ENDS "WILD WHEELS!"

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Who's Who in the Auto Industry

(Continued from Page 210)

sales mgr., auto. div. E. J. Cronin, car factory div.; M. T. Powers, serv. mgr. **Det. Rep.**—John R. Morrow, 16163 Meyers rd. **Adv. Agcy.**—Dowd, Redfield & Johnstone, Inc., 501 Madison ave., New York 22, N. Y.

CASE HARDENING SERVICE CO., 3091 Mayfield rd., Cleveland 18, O. Carburizing or case hardening compounds, tempering, heat treating, annealing, carburizing salts; anti-carburizing paint. C. P. Critzer, pres. and treas.; Mark Snow, vice-pres.; E. M. Critzer, secy.

CASITE DIV., Hastings Mfg. Co., Hastings, Mich. Oil additive and tune-up, gas tank anti-freeze, oil filter cartridges. A. E. Johnson, chmn. of bd.; Stephen I. Johnson, pres.; R. E. Wait jr., vice-pres., wks. mgr.; D. A. Siegel, secy.-treas.; Ross R. Dunn, vice-pres. and dir. of sales; Byron K. Fletcher, sales mgr.; D. H. Collins, adv. mgr.; Marshall Cook, asst.; H. P. Phillips, chief engr.; Frank B. Cooper, traf. mgr.; C. S. Morey, pur. agt. **Adv. Agcy.**—Keeling & Co., Inc., Indianapolis, Ind. William M. Hutchison, acct. exec.

CATALIN CORP. OF AMERICA, 1 Park ave., New York 16. Laminating varnishes resins and styrene and polyethylene molding compounds. H. Krehbiel, pres.; L. Beck, exec. vice-pres.; E. W. Bastian, vice-pres., sales; K. Briggs, vice-pres., prod.; W. Miller, vice-pres., engrg.; J. Hyman, vice-pres., research and development; F. Martin, secy.-treas.; F. Hadley, western div. sales mgr.; V. Moss, eastern div. sales mgr.; P. Krentel, southern div. sales mgr.; W. Brearley, sales adv. mgr.; M. Rasmussen, pur. agt. and traf. mgr. **Adv. Agcy.**—Walter Gallagher, 175 Fifth ave., New York.

CATERPILLAR TRACTOR CO., Peoria 8, Ill. Tractors, diesel engines, earthmoving equipment, motor graders. W. K. Cox, sales prom. mgr. **Adv. Agcy.**—N. W. Ayer & Sons, Philadelphia, Pa.

CEDAR RAPIDS ENGINEERING CO., 902 17th st., N. E., Cedar Rapids, Ia. Valve facing machines, valve seat grinders, valve seat insert tool, cylinder boring machines, line boring machines, piston turning and grinding machines. F. Critz Hahn, pres., gen. mgr.; O. L. Brokaw, sales prom. mgr.; G. L. Erwin, gen. sales mgr.; W. M. Delzell, vice-pres.; H. Cedric Hahn, secy.; R. W. Bradley, serv. mgr.; J. C. Falcon, pur. agt. **Det. Rep.**—William J. Findlay, 3433 Cass ave., Detroit 1.

CELANESE CORP. OF AMERICA, 180 Madison ave., New York 16, N. Y. Chemicals: fuel, additives, anti-freezes, hydraulic fluids; textiles; yarns for body linings, head linings, upholsteries, slip covers; plastics: cellulose acetate and cellulose propionate sheeting, film and molding compounds, polyethylene films and sheeting, polyvinyl acetate emulsions, polyester resins. Harold Blancke, pres.; K. C. Loughlin, vice-pres., gen. mgr., textiles; B. Andersen, vice-pres., gen. mgr., plastics; R. W. KixMiller, vice-pres., gen. mgr., chemicals; J. Guyton Boston, gen. sales mgr., textiles; E. W. Ward, gen. sales mgr., plastics; R. H. Kampschulte, gen. sales mgr., chemicals; E. N. Cleaves, vice-pres., pub. rel., adv. dir.; H. R. Mitchell, pur. agt.; E. F. Hanlon, traf. mgr. **Adv. Agcy.**—Ellington & Co.

CELLO PRODUCTS CO., 161 Prescott st., East Boston 28, Mass. Grille guards, rear hinge guards, truck guards, license plate frames, fender guards, wingrails, exhaust extensions, wire wheel discs. N. C. Raymond, pres. and treas.; W. S. Axford, exec. vice-pres.; W. E. Porter, vice-pres. chge. of sales; W. S. Tucker, sales mgr.; R. H. Hanson, asst. sales mgr.; A. Cicarelli, chief engr.; R. N. Raymond, dir. pur.; L. Wells, traf. mgr. **Det. Rep.**—C. R. Campbell, vice-pres. chge. mfg. sales, 10124 W. McNichols rd., Detroit. **Adv. Agcy.**—Charles M. Grey, Detroit, Mich.

CELLOMATIC SALES CORP., 186 North Canon dr., Beverly Hills, Calif. Cellomatic replaceable cell batteries. Myers B. Cather, pres.; James J. Cullen, vice-pres., gen. mgr.; Elaine J. Cullen, secy., treas.; Michael G. Hartz, asst. sales mgr.; Daniel T. Osterman, serv. mgr., parts and acc. mgr; Robert Broussard and Charles A. Toce, chief engrs. **Det. Rep.**—Myers B. Cather, Guardian bldg., Detroit, Mich. **Adv. Agcy.**—McHugh-Cather Advertising Agency, Inc., Beverly Hills, Calif. Phil D. McHugh, acct. exec.

CELLUSUEDE PRODUCTS, INC., 500 N. Madison st., Rockford, Ill. Rayon flock, nylon flock, acetate flock, hair flock, cotton flock, coated paper. J. C. Sutton, pres.; P. L. Flanigan, vice-pres.; John Cooney jr., secy. and sales mgr. **Det. Rep.**—Lloyd Thiel, 19737 James Couzens hwy., Detroit.

CEMCO INDUSTRIES, INC., First National Bank bldg., Galion, O. Split shaft power take-off, hydraulic lift tailgate, trailer jockey, hoists, mobile machine shops, dock ramps, mobile lubricating shops, bulk carriers and weigh gauge. H. L. Ekin, pres., sales mgr.; Wm. C. F. Bastian, vice-pres.; E. M. Smith, secy., pur. agt.; H. L. Ekin, treas.; Lowell Bourns, adv. mgr. **Adv. Agcy.**—Coleman Todd & Assoc., Mansfield, O. O. Lowell Bourns, acct. exec.

CENTRAL EQUIPMENT CO., 1112 So. Wabash ave., Chicago 5, Ill. Hose clamps, battery carriers, battery cable terminals, stainless stick lubricant, automobile clothes hook and window cleaner, scraper and dryer. E. H. Ritzwoller, pres., gen. mgr., pur. agt.; B. B. Ritzwoller, vice-pres.; Ervin Barber, chief engr.

CENTRAL INDUCTION HEAT TREATING & BRAZING, INC., 5100 Tillman, Detroit 8. Heat treating, annealing, brazing, cyanide hardening, and welding. Rex O. Baubie, pres.; R. L. Navarre, gen. mgr. **Det. Rep.**—R. L. Navarre, 5100 Tillman ave.

CENTRAL MOTOR CO., 906 Austin ave., Waco, Tex. Truck front grille guards and rear bumpers. F. D. Mitchell, pres.; A. N. Mitchell, vice-pres.; Guy Street, sales mgr.; A. J. Crow, serv. mgr.; Dale Alexander, parts mgr.

CENTRAL STATES SPECIALTIES, INC., 549 W. Washington st., Chicago 6, Ill. Key chain with device to keep from getting parking tickets, also holds up to 12 coins. Tissue dispenser to hold five-cent package of tissue. Louis Hochstadter, pres., gen. mgr. and adv. mgr.; B. T. Feltman, vice-pres.; John Nowicki, secy.-treas.; E. Sievert, works mgr. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells st., Chicago, Ill. J. H. Kennedy, acct. exec.

CENTRAL TOOL CO., 456 Wellington ave., Cranston 10, R. I. Micrometers. Irving M. Leven, pres.; James A. Stedman, gen mgr.; Wm. Bebby, wks. mgr. **Adv. Agcy.**—Hammond-Goff, Providence, R. I.

CENTURY PRODUCTS CO., 14324 Birwood, Detroit 38, Mich. Upholstery cleaners, top-ink for convertible tops, spray ink for stained, watermarked upholstery, flock, hair flock for trunk linings, adhesive for use with flock and hair flock. Geo. H. Wheatley, exec. mgr.; E. P. Wheatley, treas.; B. D. Van Duzen, serv. mgr. **Det. Rep.**—G. H. Wheatley, 14324 Birwood.

CERTIFIED SALES ENGINEERING CO., 4641 N. Capitol ave., Indianapolis 8, Ind. Used car sales promotional plan. O. L. Hatton jr., pres.; R. M. Stokes, gen. mgr.

CHAIN BELT CO., 4701 W. Greenfield ave., Milwaukee 1, Wis. Chain, sprockets, flexible couplings, roller bearings, transmission equipment, conveyors, ferrous castings. L. B. McKnight, pres.; B. Welser, G. K. Viall, A. R. Abelt, B. F. Devine, W. J. Sparling, L. H. Bosnian, vice-presidents; O. W. Carpenter, vice-pres. and treas.; E. P. Meyer, E. M. Rhodes, S. Y. Warner jr., H. E. Tennes, gen. mgrs.; J. W. Snavely, G. J. Schuelke, L. J. Michiel, R. V. Poisson, J. W. Tufts, sales mgrs.; G. H. Pfeifer, adv. and sales prom. mgr.; J. F. Roestel, asst. adv. mgr.; B. G. Scheider, P. J. Imse, H. Klaucke, A. H. Williams, chief engrs.; C. B. Johnson, pur. agt.; E. W. Ryan, traf. mgr.; J. E. Sutcliffe, pub. rel. mgr. **Det. Rep.**—Chain Belt Co., 10600 Puritan ave., Detroit 38, Mich. **Adv. Agcy.**—The Buchen Co., Chicago 6, Ill. J. L. Perry, acct. exec.

CHAIN BELT CO., Roller Chain Div., 369 Plainfield st., Springfield 2, Mass. Duckworth timing chains. L. B. McKnight, pres.; Brinton Welser, vice-pres.; E. M. Rhodes jr., div. mgr.; R. V. Poisson, sales mgr.; W. E. Kennedy, sales prom. supr.; E. E. Swansen, chief engr.; P. H. Bolger, pur. agt. **Adv. Agcy.**—Buchen Co., Chicago, Ill. J. L. Perry, vice-pres., acct. exec.

CHAMPION LABORATORIES, INC., 122 Charles, Meriden, Conn. Oil filters and oil filter elements. R. A. Stanley, pres., treas.; H. T. Hackisalth, vice-pres.; J. B. Hance, secy. **Det. Rep.** — Homer V. Scott Co., Chicago, Ill. **Adv. Agcy.**—E. J. Lush, Inc., New Haven, Conn. E. J. Lush, acct. exec.

CHAMPION PNEUMATIC MACHINERY CO., 825 N. Pleasant st., Princeton, Ill. Air and farm compressors, air and water hose reels, and carwashers. Fred J. Rayfield, pres.; F. J. Embs, secy.-treas.; John B. Pullen, vice-pres. and sales mgr. **Adv. Agcy.**—Van Auken Ragland & Stevens Co., Chicago, Ill. Ben Caldwell, acct. exec.

CHAMPION SPARK PLUG CO., Upton ave., Toledo 1, O. Spark plugs, spark plug cleaners. R. A. Stranahan, chmn. of bd.; F. D. Stranahan, co-chmn. of bd.; R. A. Stranahan jr., pres.; Duane stranahan, vice-pres.; J. F. Lewis jr., vice-pres.; H. B. Speyer, vice-pres. and treas.; O. C. Leighty, vice-pres. of sales; R. K. Christie, vice-pres. res.-engrg.; R. W. Vogel, asst. treas.; T. A. Hill, secy.; B. H. Sibley, works mgr.; F. E. Southard, asst. adv. mgr.; Clyde Sweet, gen. traf. mgr.; Keith Wilson, pur. dir. **Det. Rep.**—R. V. Bennett. **Adv. Agcy.** — J. Walter Thompson, Detroit.

CHAMP-ITEMS, INC., 6191 Maple ave., St. Louis 14, Mo. Replacement parts for cars and trucks. E. H. Mohme, pres.; E. L. Wylie, secy. and treas.; J. G. Meiners, wks. mgr. and pur. agt.; Glen Meyer, traf. mgr. **Adv. Agcy.**—Joe Maxwell, St. Louis, Mo. Joe Maxwell, acct. exec.

CHARDON RUBBER CO., Washington st. and Sixth ave., Chardon, O. Molded and extruded items, lathe and automatic cut washers, calendered products and extruded plastic products. V. M. Brediger, pres.; C. L. Shreiner, exec. vice-pres.; H. L. Oplinger, vice-pres. in chge. of mfg.; D. S. Watkins, vice-pres. of sales; B. A. Paepke, contr.; H. L. Reiter, asst. secy.; B. A. Bican, plant mgr.; R. E. Bahr, pur. agt.; J. R. Dukes, traf. mgr.; A. J. Keller, chief engr.; D. Medina, chief chemist. **Det. Rep.**—J. J. Hahn, 2970 West Grand blvd.

CHARM PRODUCTS MFG. CORP., 225 Lafayette st., New York 12, N. Y. Auto keys, auto wallets, license holder, key cases, map holder and all types of leather goods. Edward G. Cole, pres. and treas.; H. R. Clark, vice-pres. and sales mgr.

CHASE BRASS & COPPER CO., 236 Grand st., Waterbury 20, Conn. Automotive fittings (brass compression, flared and inverted flared); automotive tube (copper). R. C. Diehl, pres.; W. L. Smith, vice-pres., opr.; Rodney Chase, vice-pres. chge. of pub. and ind. rel.; G. B. Moseley, vice-pres. sales; G. P. Bakken, exec. vice-pres.; R. R. Quay, secy.; J. H. Gilbert, treas.; W. E. Evans, mgr. of mill and warehouse sales; E. J. Malvey, adv. mgr.; C. D. Patterson, gen. pur. agt.; F. H. Vickery, traf. mgr. **Det. Rep.**—Branch office and warehouse, 14480 Woodrow Wilson ave., Detroit 38.

CHATHAM MFG. CO., Elkins, N. C. Upholstery fabrics. Hugh G. Chatham, pres.; R. T. Chatham jr., vice-pres.; Ralph Getsinger, sales mgr. (auto fabrics); G. Martin Coffyn, adv. and sales prom. mgr.; S. Stauber Flynt, pur. agt. **Det. Rep.** — Getsinger-Fox Co., Fisher bldg., Detroit, Mich.

CHATILLON & SONS, JOHN, 85 Cliff, New York 38. Precision springs, scales, force measuring instruments. Norton W. Mailman, pres.; George C. Reiley, exec. vice-pres.; T. Madsen, vice-pres. prod.; M. G. Fangemann, gen. mgr. spring div.; E. A. Galiskis, treas.

CHEK-CHART CORP., 33 E. Congress pkwy., Chicago 5, Ill. Service station lubrication guides and wall charts; tire, battery and accessory manuals; dealer training books. Raymond Shaw, pres.; George Williams, vice-pres.; Marie White, secy.; Russell H. Colvin, bus. mgr.; Robert Mahaffay, dir. engrg.

(Continued on Page 214)

It's a *Wonderful day!*
when Burlington tells 36,000,000 people
about **QUALITY AUTOMOTIVE FABRICS**

Like the automobile industry, Burlington Industries believes in telling the world about its quality products. Burlington, the only textile manufacturer to advertise on such a large nationwide scale, is taking the lead in promoting fabrics for every purpose...car interiors, home furnishings, men's and women's apparel.

Especially important to Detroit is this Burlington "Wonderful Day" advertisement appearing in Life and the Saturday Evening Post. Important because, through this full-page, four-color ad, Burlington is educating the public to appreciate and look for fine automotive fabrics in the new cars it buys.

Burlington INDUSTRIES, INC.

GEHRINGER & FORSYTH—16151 James Couzens Highway, Detroit 21, Michigan
AUTOMOTIVE REPRESENTATIVES FOR: Burlington Mills, Goodall Vinyl Fabrics, Burlington Decorative Fabrics Associates and Peerless Woolens.

Here's a "territory" <u>every</u> dealer wants to sell to

PASSENGER CARS ADVERTISED IN "U.S.NEWS & WORLD REPORT"

1955 and 1st 3 months of 1956

AMERICAN MOTORS CORPORATION
- Rambler Division

CHRYSLER CORPORATION
- Chrysler Corporation
- Chrysler Sales Division
- DeSoto Division
- Plymouth Motor Corp.

FORD MOTOR COMPANY
- Ford Division
- Lincoln Division
- Mercury Division

GENERAL MOTORS CORPORATION
- Buick Motor Division
- Cadillac Motor Car Division
- Chevrolet Motor Division
- General Motors Corporation
- Oldsmobile Division
- Pontiac Motor Division

STUDEBAKER-PACKARD CORP.
- Packard Motor Car Division

WILLYS MOTORS, INC.
- Willys Sales Division

Ask your advertising agency or any advertising office (see opposite page) for "The People Buying New Automobiles Today," the report of a study of 18,000 buyers of new cars.

Now more than <u>775,000</u> net paid circulation

. . . a market not duplicated by any other news magazine

YOUR advertising to these busy, high-income families is the way to make sure they know the values of your car, and why they should buy it. They're the pace-setting buyers, in managerial jobs, to whom the late model *new* car is both a badge of position and a family necessity. For a growing number of them, *two new* cars are on today's shopping list.

The one and effective way to cover these particular families is in "U.S.NEWS & WORLD REPORT." That's because really active and busy people seldom have time for more than one news magazine. Some prefer one, some another. For example, 76% of "USN&WR" subscribers *do not* subscribe to Time; 83% *do not* subscribe to Newsweek. That's one of the powerful reasons why this home-delivered, home-read, family-read magazine now ranks 6th among *all* magazines in total pages of passenger car advertising.

TOP TEN MAGAZINES IN TOTAL PAGES OF PASSENGER CAR ADVERTISING

	1955 Pages
SATURDAY EVENING POST	336.60
LIFE	326.75
TIME	228.35
NEWSWEEK	189.49
NEW YORKER	172.91
★ U.S.NEWS & WORLD REPORT	128.00
LOOK	111.00
COLLIER'S	90.00
SPORTS ILLUSTRATED	81.60
FARM JOURNAL	62.00

Source: Publishers Information Bureau

BIG — *775,000 families, and still growing.*

BIG BUYING POWER — *Family income averages $14,462—highest of all news magazines.*

BUYING OFTEN — *Two out of five (38.1%) of these families bought a car in the past twelve months.*

BUYING NEW — *Four out of five (79.4%) of all sales to them were* new-car *sales.*

BUYING TWO — *37.5% already own at least two cars. There are 147 cars per every hundred car-owning families.*

BUYING "PLUS" — *More than half these families bought tires within the past 12 months. One out of four own snow treads.*

An essential magazine

Essential reading for more and more car-buying families

Essential to more and more passenger car advertisers

Advertising offices at 30 Rockefeller Plaza, New York 20, N. Y. Detroit office in the Fisher Building, Detroit. Other advertising offices in Boston, Philadelphia, Cleveland, Chicago, St. Louis, San Francisco, Los Angeles and Washington.

Who's Who in the Auto Industry

(Continued from Page 211)

CHELSEA SPRING DIV., Rockwell Spring and Axle Co., Chelsea, Mich. Mechanical springs, formed wire parts; spring clips. L. A. Davisson, gen. mgr.; William Marsh, asst. gen. mgr.; Audrey Harris, pur. agt.

CHEMOLD CO., 2000 Colorado ave., Santa Monica, Calif. Chem-O-Glas fiberglass panels. K. D. Smith, pres.; L. R. Dailey, vice-pres.; Arlene Lott, secy.-treas.; Davis Lott, dir. of adv. and pub. rel.; E. Eberli, sales mgr.; E. M. Langdale, pur. agt.. **Det. Rep.**—Al Belshaw Clue, 8007 Joy rd.

CHEMSTRAND CORP., THE, 350 Fifth ave., New York 1, N. Y. Acrilan acrylic fiber, Chemstrand nylon yarn. H. H. Bitler, pres.; W. G. Luttge, vice-pres.; Bernard F. Bertland, merch. mgr.; Robert E. Smith, Acrilan sales mgr.; Muray H. Morse, Nylon sales mgr. **Adv. Agcy.**—Doyle, Dane, Bernbach, New York, N. Y.

CHEM-THERM MFG. CO., INC., 624 E. Evergreen st., Monrovia, Calif. Steam cleaners, steam cleaning compound, wash rack equipment, spray guns, car wash, air hoists. Max C. Thompson, pres. and treas.; G. P. Thompson, vice-pres. and secy.; Paul K. Cartier jr., asst. treas. and secy.; Arnold M. Kearns, sales mgr., field — distributors; Kathryn L. Conard, sales mgr., home office div.; W. H. Taylor, chief engr. **Det. Rep.**—W. E. Phillips Equipment, 22800 W. 8 Mile rd., Steam clean; Wash Rack Supply, 7409 Puritan ave., wash rack equipment.

CHEVROLET MOTOR DIV., General Motors Corp., General Motors bldg., Detroit 2. Chevrolet passenger cars and trucks. T. H. Keating, gen. mgr.; E. W. Ivey, adm. asst. to gen. mgr.; W. E. Fish, gen sales mgr.; E. H. Kelley, gen. mfg. mgr.; W. G. Power, adv. mgr.; J. S. Clark, asst. adv. mgr.; N. J. Johnson, sales prom. mgr.; E. L. Harrig, serv. mgr.; E. N. Cole, chief engr.; E. J. Gormsen, dir. of pur.; John L. Cutter, nat'l. dir. of pub. rel.; C. J. French, mgr., plant city activities; I. W. Thompson, parts and acc. mgr.; W. R. Lynch, traf. dir. **Adv. Agcy.** — Campbell-Ewald Co., General Motors bldg., Detroit 2, Mich. Colin Campbell, acct. exec.

CHICAGO CORK WORKS CO., 5289 N. Avondale ave., Chicago 30, Ill. Composition and natural cork specialties; carburetor floats; composition cork gaskets, strips and sheets. H. L. Glover, pres.; H. L. Laster, secy., asst. sales mgr.; Mrs. C. Glover, treas. **Det. Rep.** — H. M. Schmidt, Chicago.

CHICAGO PNEUMATIC TOOL CO., 6 E. 44th st., New York 17, N. Y. Pneudraulic pump, air and electric impact wrenches, truck jacks, zip-guns. G. J. Coffey, pres.; T. P. Harris, vice-pres.; J. P. Huvane, vice-pres.; R. T. Beers, sales mgr., pneumatic tools; W. W. Tobin, sales mgr., automotive serv. tools div.; K. T. Dolson, pur. agt. **Det. Rep.**—F. W. Harris, CPT Co., 570 E. Larned st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. Walter Mulhall, acct. exec.

CHICAGO RAWHIDE MFG. CO., 1301 Elston ave., Chicago, Ill.; 9000 Alpine ave., Detroit, Mich.; 900 N. State st., Elgin, Ill.; 2720 N. Greenview ave., Chicago, Ill. Oil seals, molded synthetic rubber parts, diaphragms, mechanical leather products. E. W. Emery, pres.; S. E. Ullmann, exec. vice-pres. and treas.; J. Agger, S. C. McCombs, J. G. Barbour, E. E. Frodin, N. R. Hanson, H. L. Northup, P. Wilder, dir. of sales, vice-presidents; A. S. Berens, vice-pres. and dir. of engr.; M. A. Schlitz, secy. and asst. treas.; D. W. Jones, sales mgr. replacement div.; R. V. McKinven, asst. gen. mgr. and works engr., Detroit plant. **Det. Reps.**—A. F. Gardner, A. F. Magliione, R. P. Barrett, G. P. Blom, F. J. Hastings, O. J. Engel, T. S. Anderson, R. C. Grasby, C. E. Sutter; G. J. West, adv. mgr. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill. B. K. Stabelfeldt, acct. exec. Wesley Aves and Assoc., Grand Rapids, Mich. W. A. Nagerman, acct. exec.

CHICAGO RIVET & MACHINE CO., 9600 W. Jackson blvd., Bellwood, Ill. Rivets, rivet setters, brake relining machines. Edw. J. Morrissey, pres.; Edw. P. O'Malley jr., vice-pres. and secy.; Herman J. Tonn, vice-pres.; John Kelly, treas.; A. Joncha, wks. mgr.; J. A. Rehm, C. S. Barans, asst. sales mgrs.; Ray C. Hudson, adv. and pub. rel. mgr.; W. Shineflug, serv. mgr.; W. J. Bautz, pur. agt.; J. Campbell, asst.; E. Kapowsky, traf. mgr. **Det. Rep.**—M. F. McManus, 5432 Cass ave. **Adv. Agcy.**—Ray Hudson & Assoc., Chicago.

CHICAGO SHOW PRINTING CO., 2635 N. Kildare ave., Chicago 39, Ill. Point of sale advertising displays, self-stik labels and advertising specialties, cloth and kanvet fiber banners and pennants, lithographed displays for indoor and outdoor use. Russell J. Leander, pres.; Robert J. Leander, vice-pres.; Peter Brown, sales prom. mgr.; Marvin T. Green, dir. of sales; Robert D. Smith, vice-pres. and contr.; John A. Schwab, pur. dir.; William F. Campbell, traf. mgr. **Adv. Agcy.** — George H. Hartman Co., Chicago. George Hartman jr., acct. exec.

CHICOPEE MILLS, INC., Lumite Div., 47 Worth st., New York 13, N. Y. Lumite woven saran luxel fibre and Chixon fabrics, screening, industrial fabrics. W. J. Holman jr., pres.; J. F. Nicholl, vice-pres. and gen. mgr.; W. Chester, treas.; H. H. Purvis, vice-pres. in chge. mfg.; G. H. Day II, vice-pres. and gen. sales mgr.; J. M. Renfroe (fabric), G. V. Atkison (fabric), J. F. Rohs (screen), prod. dirs.; G. B. Birt (fabric), W. Volk (screen), sales mgrs.: A. C. van Roden jr., adv. mgr.; Jack Jolly, traf. mgr. **Det. Rep.**—Harold Brown, c/o Permacel Tape, 615 Livernois, Ferndale 20, Mich. **Adv. Agcy.**—Lennen & Newell, Inc., New York, N. Y. Shirley Estey, acct. exec.

CHISHOLM INDUSTRIES, INC., 11 Commercial st., Lynn, Mass. Fast oil changer, Hi-Gloss finish process, polish and cleaner. Oliver H. Scharnberg, chmn. of bd.; C. F. Chisholm, pres., gen. mgr.; Lawrence Dana, clerk; D. S. Cummings, treas. **Adv. Agcy.**—Cory Snow, Inc., Boston, Mass.

CHISHOLM SYSTEMS, P. O. Box 1352, Palo Alto, Calif. Prospect and owner followup system for auto dealers, used car appraisal forms. Collin Chisholm, owner.

CHOLDUN MFG. CORP., 331 East st., New Haven, Conn. Car washer, car dryer car wash, chemicals, liquid whitewall cleaner, leather cleaner, oil merchandiser, portable oil changer, pressure purger, automotive chemicals. Herbert H. Charles, pres.; Henry Dunn, vice-pres., pur. agt.; David Oles, secy., works mgr.; Edward Jennings, western sales mgr.; Sumner Weiss, chemical sales mgr.; Melvin Gailzaid, eastern sales mgr. **Det. Rep.**—George Lubin, 15436 Appoline. **Adv. Agcy.**—Elm City Advertising Agency, New Haven, Conn.

CHRYSLER AUSTRALIA, LTD., Adelaide, South Australia. Assembly plant for Chrysler, DeSoto, Dodge and Plymouth passenger cars. Dodge, DeSoto and Fargo trucks. R. S. Thomson, chm. of bd.; C. B. Thomas, dir.; E. Phillips, K. C., dir.; W. D. Ferguson, managing dir. and dir.; S. H. Richardson, treas.; L. V. Brown, asst. treas.; W. E. Harris, secy.; R. R. Oliver, asst. secy.

CHRYSLER CORPORATION, 341 Massachusetts ave., Detroit 31, Mich. Plymouth, Dodge, DeSoto, Chrysler and Imperial passenger cars, Dodge job-rated trucks, Chrysler marine and industrial engines, Oillite powdered metal products, MoPar parts and accessories, Airtemp heating, cooling and refrigeration equipment, Cycleweld products and a wide variety of military equipment, including medium and heavy tanks, tank engines, major airplane assemblies, range finders, air raid sirens, guided missile engineering work. L. L. Colbert, pres.; Robert W. Conder, vice-pres. industrial rel.; James Cope, vice-pres. pub. rel.; C. L. Jacobson, vice-pres. sales; Robert T. Keller, vice-pres. west coast div.; Nicholas Kelley, vice-pres.; John P. Mansfield, vice-pres. and pres. of Plymouth Div.; F. W. Misch, vice-pres. fin.; W. C. Newberg, vice-pres. and pres. of Dodge Div.; E. C. Quinn, vice-pres. and pres. of Chrysler Div.; Carl J. Snyder, vice-pres. and operating mgr.; C. B. Thomas, vice-pres. and pres. of Chrysler Export Div.; A. VanderZee, vice-pres.; L. I. Woolson, vice-pres. and pres. of DeSoto Div.; James C. Zeder, vice-pres. engrg.; W. J. Simons, treas.; H. F. Diegel, comptr.; Nicholas Kelley jr., secy.; I. T. O'Brien, group exec. special prod.; Craig Keith, asst. treas.; A. S. Hudson, asst. comptr.; F. V. Olds, asst. comptr.; K. M. Eyestone, asst. secy.; G. T. Higgins, asst. secy. Directors: James C. Brady, Waddill Catchings, Walter P. Chrysler jr., L. L. Colbert, Joseph M. Dodge, Byron C. Foy, W. Alton Jones, Nicholas Kelley, Nicholas Kelley jr., Neil H. McElroy, R. E. McNeill jr., J. P. Mansfield, F. W. Misch, W. C. Newberg, E. C. Quinn, C. J. Snyder, C. B. Thomas, Juan T. Trippe, L. A. Van Bomel, A. vanderZee, James C. Zeder. Finance Committee: J. C. Brady, Waddill Catchings, Joseph M. Dodge, L. L. Colbert, W. Alton Jones, K. T. Keller, R. E. McNeill jr., Juan T. Trippe, L. A. Van Bomel, James C. Zeder. Operations Committee: L. L. Colbert, chmn.; J. E. Brennan, R. S. Bright, Robert W. Conder, James Cope, K. C. Deacon, H. F. Diegel, W. C. Flaherty, C. L. Jacobson, R. T. Keller, Nicholas Kelley, Nicholas Kelley jr., J. P. Mansfield, F. W. Misch, T. F. Morrow, W. C. Newberg, I. T. O'Brien, Joseph Pfeiffer, E. C. Quinn, T. J. Ross, W. J. Simons, C. J. Snyder, C. B. Thomas, A. vanderZee, T. E. Waterfall, L. I. Woolson, J. C. Zeder, Charlotte Weiss, oprns. committee secy. Central Staff—W. C. Flaherty, dir. bus. research; C. L. Horner, dir. admin. services; J. Paul Smith, resident attorney; J. D. Leary, dir. labor rel.; W. D. Merrifield, dir. ind. education; W. E. Landis, dir. employee services; R. F. Bowers, dir. mgmt. pers.; C. B. Gorey jr., spec. staff asst.; L. J. Purdy, spec. staff asst.; J. A. Koons, spec. staff asst.; E. W. Rothaar, spec. staff asst.; O. W. Franke, mgr. central prod. engrg.; J. Pfeiffer, dir. of pur.; N. J. Brennan, dir. of traffic; M. W. Jocz, M. D., medical dir.; H. J. Dunn, gen. prod. mgr.; J. VonRosen, staff plant engr.; W. P. Balthrop, mgr. quality inspection; D. H. Keller, mgr. plant protection; F. H. Brown, organization dept.; A. C. Prine jr., coordinator of forward planning; J. A. Baubie, mgr. pub. rel. services; R. E. Forbes, director adv. and sales prom.; J. R. Barlow, mgr. adv. services; J. B. Meagher, editor chrysler magazine; R. C. Somerville, exec. dir. of markets; R. W. Shanklin, mgr. dealer enterprise; P. B. Hopkins, dir. exec. service staff; H. J. Cook, dir. conference of sales training; E. C.

(Continued on Page 215)

Most advanced in operating features . . .

DAYBROOK DESIGNED

to outperform . . . outlast all others!

10 SERIES OF HOISTS

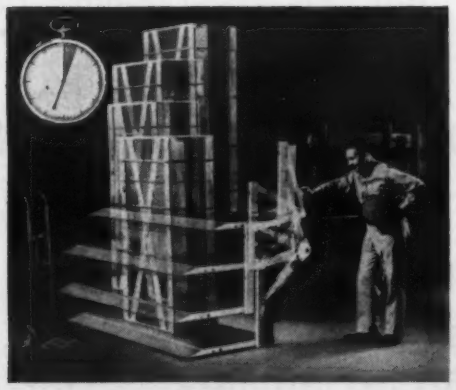
Before buying a HOIST

. . . learn all the facts about the exclusive SEALED CYLINDER that merits the ONE-YEAR WARRANTY by DAYBROOK. Only DAYBROOK seals out the elements . . . seals in the power . . . stops oil leaks and eliminates costly maintenance.

VARIETY OF BODY STYLES

Before buying a BODY

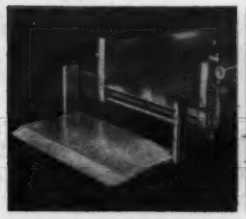
. . . get the complete story of DAYBROOK's "custom-engineered" line. Choice of • 20 body styles • 3 types body understructures • 3 types of hardware • 12—10 and 8 gauge, 3/16-in. and 1/4-in. steel, and length, width and capacities for every truck and trailer application.



Before buying a POWER GATE

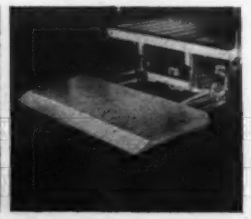
. . . get factual DAYBROOK Time-Test evidence that proves more truck deliveries per day with this revolutionary method for loading and unloading. DAYBROOK Speedlift Power Gates are real "champs" of them all!

T-600: The light weight champ. Capacity: 600 lbs.



T-1100: The middle weight champ. Capacity: 1100 lbs.

T-2, 3 and 4: The heavy weight champs. Capacities: 2,000 lbs., 3,000 lbs., and 4,000 lbs. respectively.



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DAYBROOK

DAYBROOK HYDRAULIC DIV. • L. A. Young Spring & Wire Corp. • Bowling Green, Ohio

Sales and Service Available through a Nationwide Authorized Daybrook Distributor Organization

Who's Who in the Auto Industry

(Continued from Page 214)

Nevergold, dir. field operations; L. E. Nelson, dir. sales planning; H. H. Harbison jr., dir. sales organization; L. R. Baker, dir. Chrysler Institute of Engineering. Kelley, Drye, Newhall and Maginnes, of New York, gen. counsel; Touche, Niven, Bailey and Smart, auditors; Ivy Lee and T. J. Ross, New York and Detroit, pub. rel. counsel. Adv. Agcy. — McCann-Erickson, Inc., New York and Detroit.

CHRYSLER CORP. OF CANADA, LTD., Windsor, Ontario. E. C. Row, pres. and gen. mgr.; K. Crittenden, vice-pres. mfg.; F. J. Hogan, vice-pres. fin.; C. O. Hurly, vice-pres. sales; J. G. Craig, vice-pres. pers.; R. W. Todgham, exec. asst. to the pres.; C. A. Foran, secy.; C. E. Lee, treas.; T. W. Totten, compt.; R. J. Jones, dir. of pur.; J. C. McGuire, gen. sales mgr. Chrysler-Plymouth div.; H. J. Rosebrugh, gen. sales mgr. Dodge-DeSoto div.; R. J. Lyons, dir. of forward planning; Wm. Eddie, operating mgr.; G. A. Orphal, gen. truck sales mgr.; C. T. Smith, fleet sales mgr.; R. T. Brown, adv. mgr.; J. A. Dykes, dir. of serv.; T. C. McCall, dir. of pub. rel.; J. P. Cummings, chief engr.; H. J. Moore, gen. parts mgr.; B. I. Booth, dir. of planning; A. E. Carley, factory mgr. (pass cars); Geo. F. Smith, gen. works mgr.; E. K. Turner, dir. of traffic; F. J. Cowell, factory mgr. (engines); E. W. Johnson, factory mgr. (trucks); R. M. Coffman Parts plant mgr.—Chatham Parts Plant; W. P. Young, mgr. parts plant operations—Chatham Parts Plant; R. A. Bicks, parts plant mgr.—Regina; C. J. Meloche, parts plant mgr.—Moncton; N. A. Fowler, parts plant mgr.—Red Deer.

CHRYSLER DELAWARE TANK PLANT, Chrysler Corp., South College ave., Newark, Del. Medium and heavy tanks for U. S. Army Ordinance. H. D. Lowrey, operating mgr.; A. R. Giordano, factory mgr.; B. M. Hyde jr., chief engr.; D. A. Urquhart, master mechanic; S. L. Dopp, planning supt.

CHRYSLER DETROIT TANK PLANT, Chrysler Corp., 28251 Van Dyke rd., Warren Township, Mich. Military tracked vehicles and work for Army Ordinance. W. M. Williams, mgr.; U. B. Woulukka, chief inspector.

CHRYSLER DIV., Chrysler Corp., 12200 E. Jefferson ave., Detroit 31, Mich. Passenger cars and automobile engines and parts. E. C. Quinn, vice-pres., Chrysler Corp., and pres., Chrysler Div.; M. T. O'Donnell, vice-pres.; C. E. Briggs, vice-pres. chge. sales; A. M. Fleming, vice-pres. chge. mfg.; Nicholas Kelley jr., vice-pres.; W. J. Simons, treas.; K. M. Eyestone, secy.; T. S. Lawton, compt.; R. H. Appleman, exec. asst. to pres.; F. A. Wunderlich, gen. oper. mgr.; G. T. Poirier, gen. mgr. mfg.; L. S. McCune, prod. mgr.; E. M. Braden, gen. sales mgr.; C. P. Noonan, sales mgr.; J. H. Caron, adv. mgr.; B. R. Durkee, asst. sales mgr. adv. and mdse.; J. G. McCarthy, asst. sales mgr. adm. and sales; M. J. Harris, asst. sales mgr. field oprns.; C. C. Lockwood, adv. admin. mgr.; C. R. Curtan, sales mgr. mid-western zone; E. L. Joseph, sales mgr.; eastern zone; S. C. Mitchell, sales mgr. western zone; C. E. Sumrall, sales mgr. central zone; W. T. Wright, spec. asst. to pres. Pacific coast; A. W. Lass, spec. asst. to pres., east coast; J. T. Condon, staff of pres. dir. dealer council; A. M. Fetta, dir. distrb.; J. G. Rhein, distr. mgr.; W. E. Foraker, orgn. and develop. mgr.; Marc Prass, dir. prod. plan.; A. H. Green, dir. bus. mgt.; R. B. Teiper, dir. of serv.; R. M. Rodger, chief engr.; J. B. Huntress, mdse. mgr.; F. F. Ritter, retail mgr.; C. A. Robitaille, fleet sales mgr.; J. P. Smith, parts, access. and serv. parts sales mgr.; Godfrey Miller, sales prom. mgr.; Walker Way, pres., Chrysler Manhatten Co., Inc.; J. O. Montgomery, dir. public relations; E. A. Batchelor, pub. dir.; Adv. Agcy. — McCann-Erickson, Inc., 3546 Penobscot bldg., Detroit. R. K. Edmonds, acct. exec.

CHRYSLER EXPORT DIV., Chrysler Corp., 341 Massachusetts ave., Detroit 31, Mich. Exports: Chrysler, DeSoto, Dodge and Plymouth passenger cars and Dodge, DeSoto and Fargo trucks; Airtemp air conditioning, heating and cooling equipment; marine and industrial engines; Oilite powdered metal products; MoPar parts and accessories. C. B. Thomas, pres. and dir.; C. N. Galer, vice-pres. and dir.; Philip K. Hills, vice-pres. and dir.; R. D. Stoup, vice-pres. and dir.; N. Kelley jr., vice-pres. and dir.; E. W. Salley, treas. and dir.; Craig Keith, asst. treas.; W. J. Simons, asst. treas. and dir.; F. V. Olds, asst. compt.; A. S. Hudson, asst. compt.; K. M. Eyestone, asst. secy. and dir.; G. T. Higgins, asst. secy.; H. O. Davideit, asst. sales mgr.; F. G. Shagney, truck sales mgr.; T. W. Koos, reg. exec. mgr.—European & near East region; A. C. Aubry, Regional exec. mgr. — Australasian — South African Region; C. F. Cress, reg. exec. mgr.—Far Eastern region; K. H. Kingsley, gen. works mgr.; L. W. Kraas, gen. traffic mgr.; R. L. Shaffran, gen. serv. mgr.; K. E. Thompson, gen. parts mgr.; E. D. Heins, chief engr.; C. A. Kelso, adv. mgr.; K. L. Crapeau, sales mgr. —Airtemp products; E. J. Lucy, secy., treas. and dir.—Western Hemisphere; F. W. Lindhorst, compt. and dir. — Western Hemisphere; J. P. Smith, dir.—Western Hemisphere.

CHRYSLER MOPAR PARTS DIV., Chrysler Corp., 7000 east 11 mile rd., Center Line, Mich. Automobile, truck and military vehicle service parts. T. E. Waterfall, pres.; Lee Lewis, vice-pres., L. R. Murphy, compt.; S. J. Wall, gen. sales mgr.; N. L. Farley, admin. asst.; Jack Sweedyk, adv. mgr.; H. K. Wunderlich, exec. asst. chg. ind. rel. Adv. Agcy.—N. W. Ayer and Son, Inc., Detroit, Mich. N. C. Doughty, acct. exec.

CHRYSLER MOTORS, LTD., and DODGE BROS. (Britain), LTD., Mortlake rd., Kew Gardens, Surrey, Eng. Plymouth, Dodge, DeSoto and Chrysler cars and Fargo trucks. C. B. Thomas, dir.; D. C. Tewson, dir.; W. Wallace, managing dir.; H. E. Trevan-Hawke, secy.

CINCINNATI MILLING AND GRINDING MACHINES, INC., 4701 Marburg ave., Cincinnati 9, O. Milling machines, grinding machines, broaching machines, lapping machines, cutter sharpening machines, die sinking machines, optical projection profile grinders, metal forming machines, hardening machines, cutting machines, hardening machines, electrical discharge machining equipment, cutting W. W. Tangeman, exec. vice-pres. and gen. mgr.; S. E. Bergstrom, vice-pres. and mgr. machine tool div.; C. Roby, M. Romaine, vice-presidents; H. A. Gay, vice-pres and mgr., products div.; P. Cone, secy.; F. M. Angevin, treas.; A. T. Blackburn, wks. mgr.; C. M. Beach, domestic sales mgr., machine tools; C. M. Reesey, adv. and sales prom. mgr.; J. E. Lynch, mgr. std. milling machines sales; W. K. Mathias, mgr., grinding machine sales; F. W. Miller, gen. supt.; E. D. Vancil, mgr. process machinery div.; C. F. Stugard, mgr. spec. machine tool div.; E. J. Rivoira, mgr. spec. machine tool engrg.; P. C. Hewett, mgr. spec. machine tool sales; A. H. Dall, dir. of std. machine tool engrg. and dev.; M. E. Rollman, foundry supt.; P. O. Geier jr., sales mgr. products div.; M. Gillie, serv. mgr.; H. Decatur, pur. agt.; M. Geiss, traf. mgr.; H. Ewig, personnel dir. Det. Rep.—J. Baldez, mgr. Cincinnati Milling and Grinding Machines, Inc., 24100 N. Woodward ave., Pleasant Ridge, Mich. Adv. Agcy.—Jaap Orr Co., Cincinnati, O. (machine tools); Keeler & Stites, Cincinnati, O. (metal forming); Ralph Jones Co., Cincinnati, O. (consumable products); Odiorne, Industrial Advertising, Yellow Springs, O. (flame hardening).

CINCINNATI TOOL CO., 1951 Waverly ave., Cincinnati 12, O. Clamps, chisels, punches. J. A. Gardner, pres.; H. M. Wessendorp, treas.; D. L. Farmer, prod. mgr. and chief engr.; R. C. Rinschler, pur. agt.; C. E. Hoffman, traf. mgr. Det. Rep. — J. M. Reynolds (factory). Adv. Agcy.—The Bohnett Co., Cincinnati, O. George Fahrer, acct. exec.

CIRC-O-FIRE SPARK PLUG CO., 2411 Denton, Detroit 12, Mich. Spark plugs. Russell Robidoux, Edmund Williwis, Marvin Wagnitz, partners.

CIRCO EQUIPMENT CO., 51 Terminal rd., Clark, N. J. Metal parts, washers, vapor degreasers, ultrasonics, trichlor ethylene, perchlorethylene. Melville Morris, pres., treas.; Jerome Scherzer, vice-pres.; Leonard Gordon, secy.; Albert Deloskey, works mgr.; Vincent Wilker, sales mgr.; Kenneth Hirtle, chief engr.; Paul Anderson, pur. agt.; Harry Saulis, traf. mgr. Det. Office—18055 James Couzens, Adv. Agcy.—George Black Co., Union, N. J. Saul Stadtmauer, acct. exec.

CITIES SERVICE CO. and Subsidiaries, Sixty Wall Tower, New York 5, N. Y. A full line of petroleum products from automotive fuels through all types of lubricants and greases. Cities Service Co. only: B. S. Watson, pres.; E. G. Christian, vice-pres.; H. J. McCusker, secy.; Tom DeBow, adv. mgr.; L. H. White, asst. Det. Rep.—H. B. George, 7720 W. Chicago blvd. Adv. Agcy.—Ellington & Co., 535 Fifth ave., New York, N. Y. C. L. Landon, acct. exec.

CITIES SERVICE OIL CO. (DEL.), 20 N. Wacker dr., Chicago, Ill. Gasoline and lubricating oils. S. B. Irelan, pres.; J. D. King, vice-pres.; F. B. Plank, secy.; Lloyd Lynd, treas.; B. J. Farwig, gen. sales mgr.; A. N. Haenggi, asst. sales mgr.; H. F. Jones, mgr. lubricant sales; E. D. Digweed jr., T. B. A. mgr. Det. Rep.—H. B. George, div. mgr., 7720 W. Chicago blvd.

CITIES SERVICE OIL CO. (PA.), 60 Wall st., New York 5, N. Y. Gasoline, lubricating oils and T.B.A. E. L. Stauffacher, pres.; W. W. Wellemeyer, vice-pres.; R. A. Cuthbertson, treas.; J. W. Fry, secy.; J. A. Kelley, vice-pres. in chge. marketing research; E. W. Lang, gen. sales mgr.; W. G. Swartz, mgr., mfg. and marketing operations; R. C. Keck, adv. and prom. mgr.; E. G. Hirleman, T.B.A. mgr.; P. C. Boyd, mgr. lubricant sales.

CLAMP-SWING PRICING CO., 2407 San Jose ave., Alameda, Calif. Celo car pricing sets (for pricing used cars), label holders for parts and storage bins. D. Garfinkle, gen. mgr.

CLAPP MFG. CO., THE E. D., Genessee st., Auburn, N. Y. Drop forgings. E. D. Clapp, pres.; H. W. Clapp, vice-pres.; E. G. Woleslagle, secy.; J. D. Hutchinson sr., treas., gen. wks. mgr.; E. A. Clapp, asst. treas.; D. M. Barber, asst. secy.; J. D. Hutchinson jr., chief engr.

CLARK EQUIPMENT CO., P. O. Box 31, Buchanan, Mich. Front and rear axles, trailer axles, transmissions, torque convertors and drive units for trucks, buses, off-highway, agricultural and industrial applications. Electric steel castings, gears

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Who's Who in the Auto Industry

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and forgings, gas, electric and L-P gas fork lift trucks, towing tractors, Powerworker hand trucks, Ross straddle carriers, Michigan tractor shovels and excavator cranes. George Spatta, pres.; C. H. King, J. G. Mack, C. E. Killebrew, R. H. Davies, W. E. Schirmer, E. M. Schultheis, vice-presidents. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt & Reed, Inc., Chicago, Ill.

CLARK EQUIPMENT CO., Industrial Truck Div., Battle Creek, Mich. Gas, electric, diesel and L-P gas powered fork trucks; electric battery powered hand trucks; industrial towing tractors, Ross straddle carriers. George Spatta, pres.; W. E. Schirmer, E. M. Schultheis, C. H. King, J. G. Mack, R. H. Davies, C. Killebrew, vice-presidents; G. E. Arnold, secy.; J. R. Wood, treas. **Det. Rep.**—Materials Handling Sales Corp., 300 E. Milwaukee, Detroit. **Adv. Agcy.**—Marsteller Rickard, Gebhardt & Reed, Inc., Chicago, Ill. A. Cowles, acct. exec.

CLARKE SANDING MACHINE CO., 30 E. Clay ave., Muskegon, Mich. Electric floor scrubbing and polishing machines, heavy-duty wet-dry vacuum cleaners, floor sanding and edging machines and portable hand sanders. Ernest Cooper, pres., gen. mgr.; Fred J. Cooper, secy.; D. F. Jardine, treas.; H. L. Croskey, sales mgr.; Les Walker, asst. sales; Harry L. Potter, adv. mgr., sales prom. mgr.; R. L. Mason, serv. mgr.; Cecil Land, chief engr.; G. H. Hertschel, pur. agt. **Det. Rep.**—C. W. McConnell, Clarke Sanding Machine Co., 6055 Linwood. **Adv. Agcy.**—Van Stee, Schmidt & Sefton, Grand Rapids, Mich. Dave Schmidt, acct. exec.

CLAYBORNE MFG. CO., 429 North Main st., Monticello, Ind. Engine testing dynamometers, engine overhaul stands, lift kits, dollies, tire removers. N. F. Clayborne, pres.; I. L. Clayborne, secy.; T. A. Griffin, treas.

CLAYTON MFG. CO., 401 N. Temple City blvd., El Monte, Calif. Vapor cleaning machines, chassis and engine dynamometers, steam generators, portable space heaters, solvents and cleaning compounds. William Clayton, pres.; E. S. Chapman, exec. vice-pres. and gen. mgr.; J. E. St. Clair, secy.-treas.; Perry Arant, vice-pres. in chge. of engrg.; Ben F. Martin, wks. mgr.; J. A. Cortright, vice-pres. in chge. of sales; E. N. Moon, asst. to vice-pres. in chge. of sales; W. O. Merritt, adv. mgr.; William S. Porter, serv. mgr.; Rowland Mackey, pur. agt. **Det. Rep.**—Howard L. Legg, 4620 Oakman blvd., Detroit 4. **Adv. Agcy.**—Franklin Assoc., 2022 S. Mesa st., San Pedro, Calif. E. Fred Franklin, acct. exec.

CLEVELAND GRAPHITE BRONZE CO., Div. of Clevite Corp., 17000 St. Clair ave., Cleveland 10, Ohio. Bearings, bushings, washers, turbine blades, seals. W. W. Brown, pres.; L. W. Christenson, vice-pres. sales; F. P. Salzman, works mgr.; E. Crankshaw, chief engr.; R. C. Webster, staff asst., sales. J. J. McKinnie, sales office mgr.; J. G. Mehring, dir. of pur.; J. C. Hall, pur. agt.; P. W. Love, asst. pur. agt. Ohio Sales District: R. E. Mooney, dist. sales mgr. Detroit Sales District: General Motors bldg., W. D. Cowgill, dist. sales mgr. Chicago Sales District: McCormick bldg., A. E. Gibbs, dist. sales mgr. New York Sales District: Chrysler bldg., L. A. Douglass, dist. sales mgr. **Adv. Agcy.**—Edw. Howard & Co., Cleveland, O.

CLEVELAND STEEL PRODUCTS CORP., 10625 Brookpark rd., Cleveland 11, O. Universal joints, propeller shafts, power take off joints, screw machine products, steel stamping. W. J. Smith, pres., gen. mgr.; W. J. Smith jr., vice-pres., asst. gen. mgr.; W. W. Slaght, vice-pres., chief engr.; A. G. Singler, vice-pres.; C. V. Banwell, pur. agt.; A. F. Narks, prod. mgr.; R. J. Berichon, plant mgr.; L. F. Dienst, adv. and sales prom. mgr.; **Det. Rep.**—H. A. Cutting, 626 New Center bldg.

CLEVITE CORPORATION, 17000 St. Clair Ave., Cleveland 10, O. James L. Myers, chmn. of bd.; W. Russell Burwell, vice-chmn. of bd.; William G. Laffer, pres.; Carl W. Johnson, senior vice-pres.; Herman L. Weckler, vice-pres.; O. P. Gokay, vice-pres., finance & treas.; Frank Fraser, secy. **Adv. Agcy.**—Edw. Howard & Co., Cleveland, O.

CLEVITE HARRIS PRODUCTS, INC., 6545 Carnegie ave., Cleveland, O. Rubber-and-metal bearings (Silentbloc), rubber bushings, molded rubber products. Matthew J. Fleming jr., pres.; D. T. Bradley, vice-pres. engrg. and sales; E. T. King, vice-pres. mfg.; F. J. Gubernot, secy. and treas.; R. T. Drake, chief engr.; C. C. Casper, sales office mgr.; E. G. Vulku, pur. agt. **Det. Rep.**—L. C. Winslow, 16583 James Couzens, Detroit 21. **Chicago Rep.** — John J. Carlin, 332 S. Michigan blvd., Chicago.

CLEVITE SERVICE, The Cleveland Graphite Bronze Co., 6545 Carnegie ave., Cleveland 3, O. Engine bearings and automotive bushings. W. W. Brown, pres.; G. M. Salzman, gen. mgr.; A. M. Currier jr., sales mgr.; J. A. Stewart, adm. mgr.; H. S. Burker jr., merch. mgr. **Adv. Agcy.** — Griswold-Eshleman Co., Cleveland, O. John F. Davis, acct. exec.

CLIFTON MFG. CO., 323 Pleasant st., Waco, Tex. Automobile seat covers, treated dust cloths, dome frames and covers for pickup trucks. A. L. Clifton, pres., pur. agt.; J. B. Hardin, vice-pres., gen. mgr. and sales mgr.; Geo. T. Brown, secy., asst. sales and adv. mgr.; P. G. Granbury, treas.; J. W. Ratliff, wks. mgr.; Wm. Wittman jr., traf. mgr.; Mrs. Iva Dean Brown, pub. rel. mgr. **Det. Rep.**—Lester D. Moss, 6432 Cass ave. **Adv. Agcy.** — Carver Advertising Agency, Professional bldg., Waco, Tex.

CLIMAX MOLYBDENUM CO., 500 Fifth ave., New York 36. Molybdenite concentrate, technical and pure molybdic oxide, molybdic oxide briquettes, ferromolybdenum, thermite and arc-cast molybdenum, moly-sulfide lubricant additive. Arthur H. Bunker, pres.; Weston Thomas, exec. vice-pres.; Reuel E. Warriner, vice-pres. sales; A. J. Herzig, vice-pres. research; Lester A. Cowan, secy. **Det. Rep.**—V. A. Crosby, 624 Fisher bldg. **Adv. Agcy.**—G. M. Basford Co., 60 East 42nd st., New York.

CLINTON PRODUCTS CO., Clinton, Mich. Auto creepers, mechanic's seat and tool tray, utility dolly, casters, truck step, ladder stool or stand, hand trucks and luggage carriers. Fred R. Geiger, pres. **Adv. Agcy.**—The Faller Agency, Toledo, O. J. S. Faller, acct. exec.

CLINTON SPRAY WAX CORP., P. O. Box 3021 Santa Ana, Calif. Spray wax, cleaner-polish, beauty-buff. Mabel G. Kozak, pres.; Earle J. Kozak, gen. mgr.; Wayne E. Kozak, works mgr. **Adv. Agcy.** — Perryman, Spielman & Stoops, 120 E. Washington st., Santa Ana, Calif.

CLOVER MFG. CO., 327 Main ave., Norwalk, Conn. Abrasive papers and cloths, lapping and grinding compounds. I. H. Gallaher, pres. and gen. mgr.

CLOYES GEAR WORKS, INC., 17214 Roseland rd., Cleveland 12. O. Silent and metal timing gears, timing chain sprockets, industrial gears. Harry D. Myers, chmn. of bd.; R. T. Lewis, pres.; H. C. Stebbins jr., vice-pres.; Morris Wright, sales mgr.

COACHCRAFT, LTD., 9017 Santa Monica blvd., Hollywood 46, Calif. Custom bodies, luggage racks, reclining seats, luggage tie downs, continental kits, engineering tooling and production of high quality accessories, prototypes of wood and/or metal. Burton Chalmers, pres., gen. mgr. and adv. mgr.; Willis B. Robertson, vice-pres., sales mgr. and pur. agt.; Rudolph Stoessel, secy.; Alan Robert, treas.; C. Ratzenberger, wks. mgr.; E. Grall, serv. mgr.; Alois Stoessell, parts and acces. mgr.; traf. mgr.

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COATS COMPANY, 3001 Fifth ave. S., Fort Dodge, Ia. Iron Tireman, Truck Tireman, tractor tire bead breaker. G. E. Coats, pres. and gen. mgr.; Wonie Coats, vice-pres. and pur. agt.; James Semprini, asst. pur. agt. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia.

COGSDILL TWIST DRILL CO., Box 97, College Park Station, Detroit 21, Mich. Twist drills, reamers, combination drill and counter sinks, counterbores, end mills and kindred cutting tools. Stuart A. Cogsdill, chmn. of bd.; Floyd F. Cogsdill, pres. and sales mgr.; Gertrude Bennett, secy.-treas.; P. C. Sutterthwaite, vice-pres. & sales engr.; William D. Walters, vice-pres. & wks. mgr.

COLE HERSEE CO., 20 Old Colony ave., Boston 27, Mass. Switches (all types), trailer connectors, plugs, sockets, electrical accessories. Leo Mayer, pres. and gen. mgr.; T. Wye, wks. mgr.; F. W. Simon, contr.; T. Unsworth, engr.; E. L. Mayer, sales mgr. **Det. Rep.** — Lloyd Nyman, 17136 E. Warren ave., Detroit 24, Mich. (P. O. Box 67, Kensington Station. **Cleve. Rep.** — R. R. Greenleaf, 8905 Lake ave., Cleveland 2, O. **Chi. Rep.**—W. F. E. Bomke Sales Co., 6966 W. North ave., Chicago 35, Ill. **Adv. Agcy.**—Myrbeck & Jacobs, 1458 Hancock st., Quincy, Mass.

COLLINITE CHEMICAL CO., 1205 Mohawk st., Utica 3, N. Y. Automotive cleaners, waxes and washing compounds. Special aluminum cleaners and waxes for automotive and airplane finishes. Charles H. Collins, Charles H. Collins jr., partners. **Det. Rep.**—Dayton A. Dahlem, 2400 Hartrey st., Evanston, Ill. **Adv. Agcy.**—J. Farquhar Co., Utica, N. Y. Jay Anderson, acct. exec.

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COLLINS SALES ENGINEERING CO., 13975 Hubbell ave., Detroit 27, Mich. New and used-car Vis-U-Lizer, new and used-car key Lo-Cater. Jimmy R. Col-

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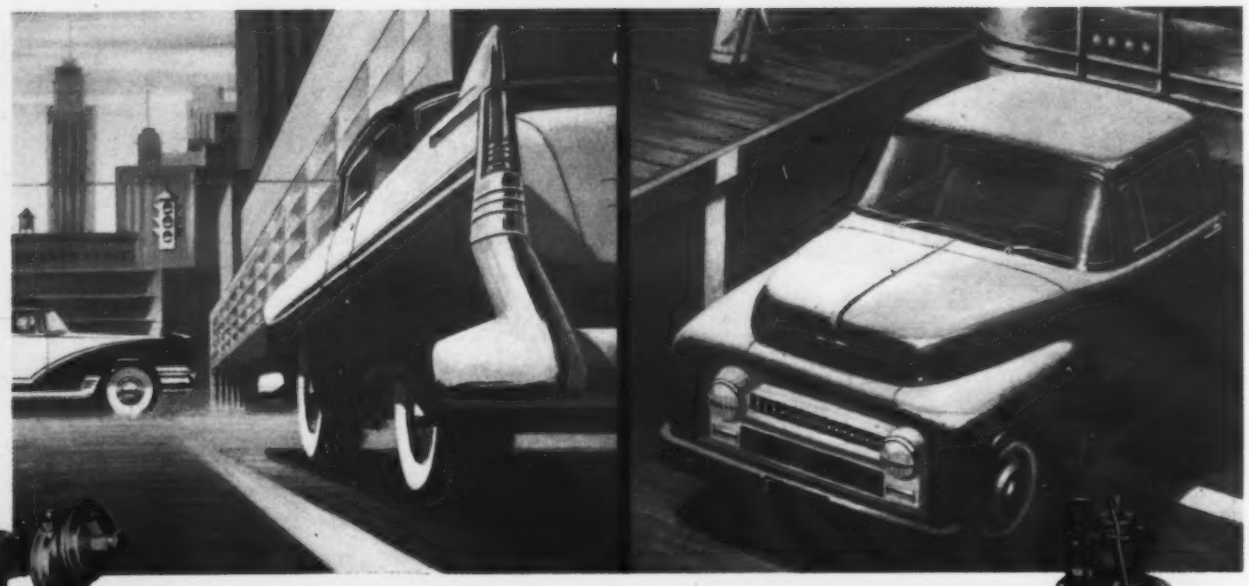

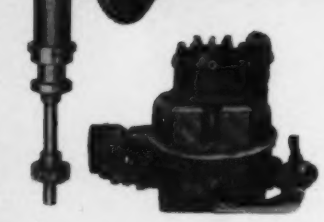

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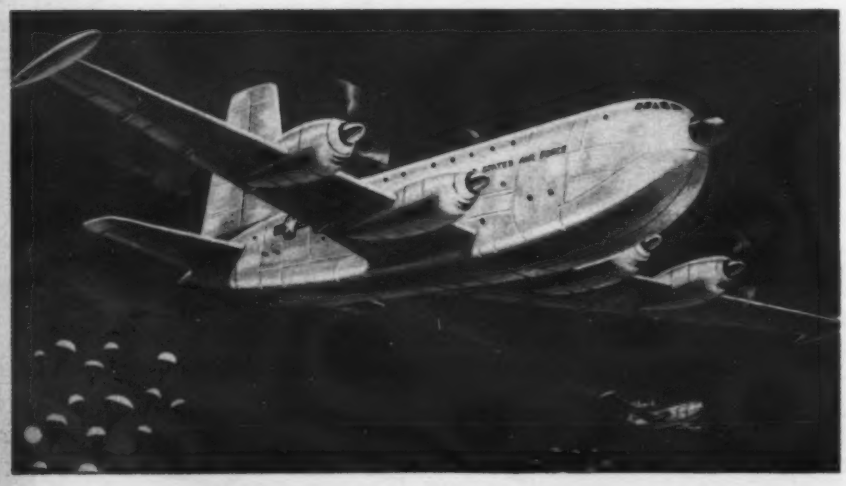

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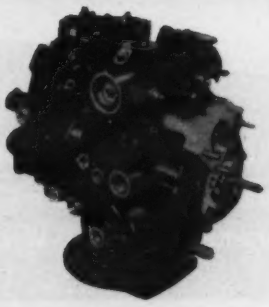

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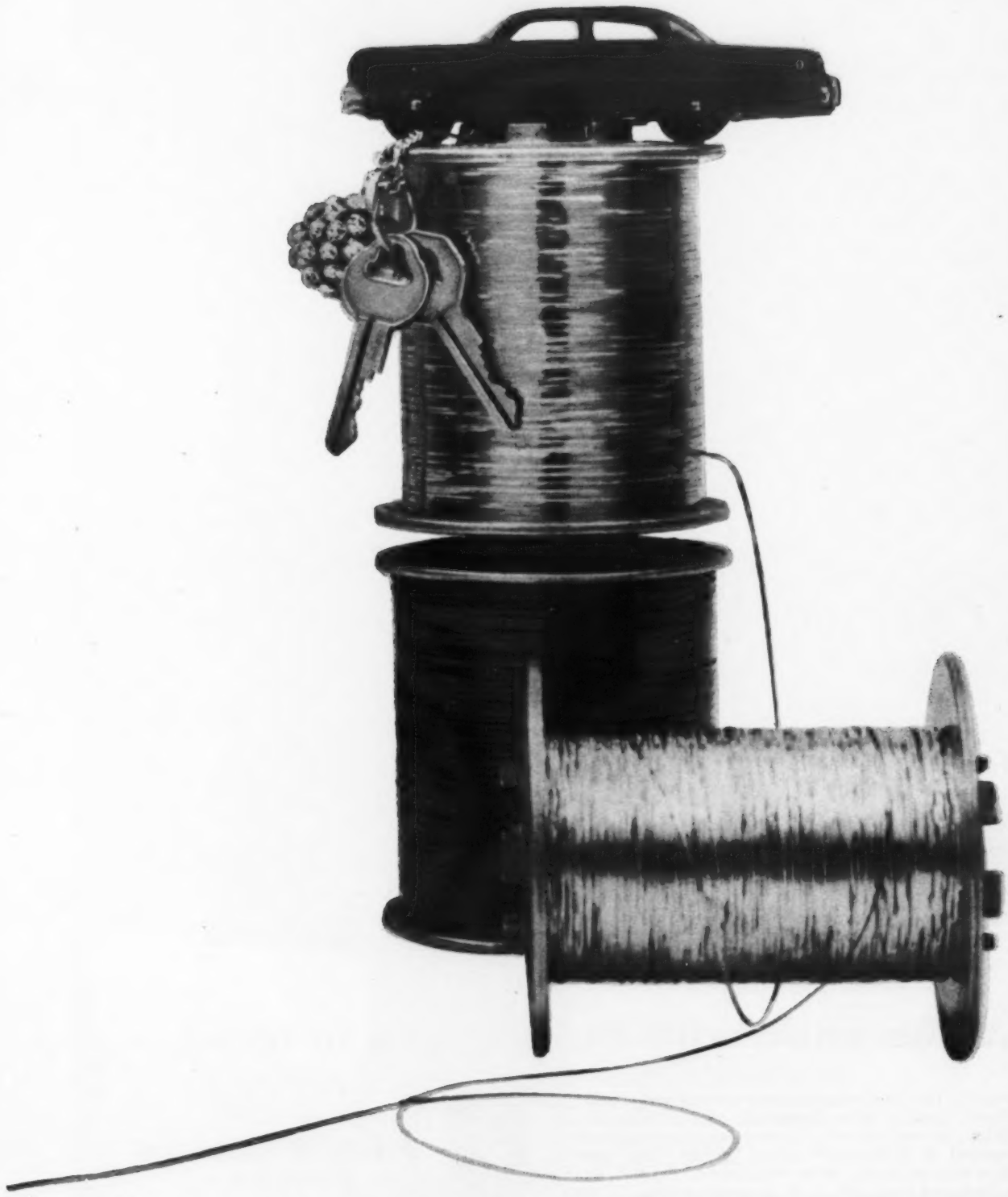

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Who's Who in the Auto Industry

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lins, pres.; Jimmy S. Robison, vice-pres.; Thalia J. Cottle, secy. & adv. mgr.

COLONIAL BROACH & MACHINE CO., Box 37, Harper sta., Detroit 13, Mich. Broaching machines, tools and accessories. Arvid Lundell, pres.; Ralph Lagerfeldt, exec. vice-pres.; Harry Gotberg, vice-pres.; F. E. Pethick, treas.; Charles Crawford, works mgr.; George Cameron, chief engr. Adv. Agcy.—Denham & Co., Detroit, Mich.

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Who's Who in the Auto Industry

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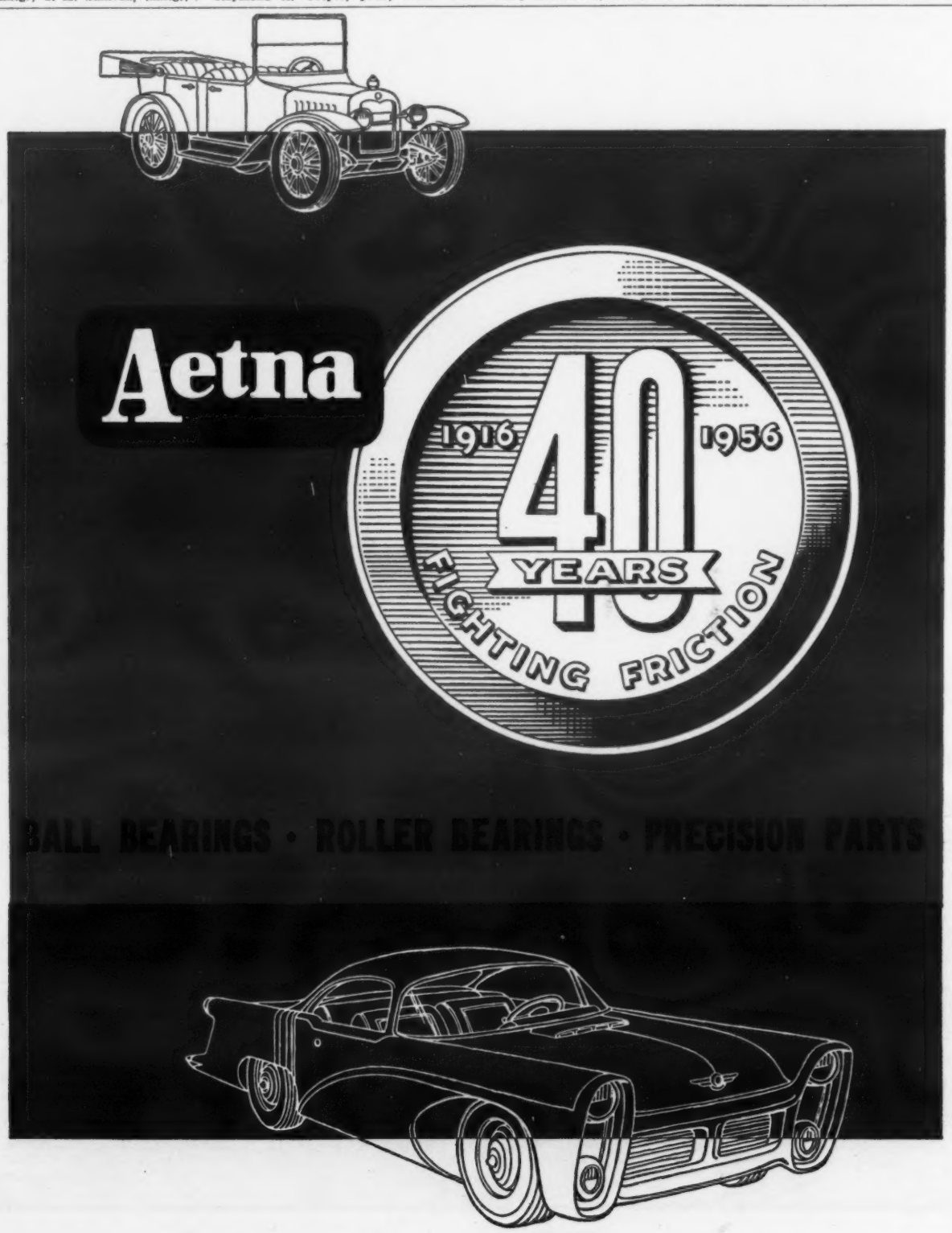

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Who's Who in the Auto Industry

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CUNO ENGINEERING CORP., 80 S. Vine st., Meriden, Conn. Cigaret lighters, filters. Roy Scott, exec. vice-pres.; Carlton H. Winslow, vice-pres. chge. of sales; J. R. Ledwith, mgr. automotive sales. **Det. Rep.** — J. D. Chamberlin, 5-119 General Motors bldg.

CURRAN CORP., THE, South Canal st., Lawrence, Mass. Carburetor cleaner and decarbonizer, concentrate degreaser, compound G.P. (general purpose), self-emulsifying and self-scouring solvents. A. F. Curran, pres., treas.; N. J. Collins, secy.

CURTIS MANUFACTURING CO., Pneumatic Division, 1905 Kienlen ave., St. Louis 20, Mo. Air compressors, auto lifts, power car washers. H. C. Schott, pres., chmn. of board; R. M. Teel, vice-pres.; J. D. Lodwick, vice-pres., chge. of sales; M. E. Dank, secy.-treas.; Herb Armstrong, works mgr.; Malcolm Bennett, asst. sales mgr.; Andrew M. Bono, adv. mgr.; W. F. Krenning, chief engr.; J. A. A. Hecker, pur. agt.; Lee Meyer, traf. mgr. **Adv. Agcy.** — Lynch-Hart-Stockton, St. Louis, Mo. Richard Lynch, acct exec.

CUSHMAN CHUCK CO., 806 Windsor st., Hartford 2, Conn. Lathe chucks, collet chucks. Harry E. Sloan jr., pres.; E. L. Field, treas. and pur. agt.; W. C. Gaw, vice-pres. sales; Alban J. Collette, supt.; E. T. Lally, traf. mgr.; John Cunningham, asst. pur. agt.; William Sullivan, pub. rel. mgr. **Det. Rep.**—John C. Lynch. **Adv. Agcy.**—E. W. Robotham & Co., 24 Lewis st., Hartford, Conn. William Robotham, acct. exec.

CUSTOMER-BUILDERS SYSTEMS, 1215 Lyons st., Evanston, Ill. Merchandising programs for increasing new and used-car sales, and service sales. Bernard D. Verin, pres.; M. F. Kennedy, treas.; Chuck Bowers, sales mgr. **Adv. Agcy.**—Marvin Gordon & Associates, Inc., 920 N. Michigan ave., Chicago 11, Ill. Marvin Gordon, acct. exec.

CUSTOMER CONTROL, INC., Long Island City 1, N. Y. Owner follow-up plan, direct mail advertising programs, personal letter campaigns, market analysis and research. Victor Contessa, pres.; Joseph A. Ruffalo, vice-pres.; P. A. Fountain, sales mgr.

CYCLEWELD CEMENT PRODUCTS PLANT, Chrysler Corp., 5437 W. Jefferson ave., Trenton, Mich. Adhesives, rust preventives and sealers. C. H. Smith, gen. mgr.; K. M. Hayes, wks. mgr.; R. Weidner, factory mgr.; Harry Morrison, consulting engr.; Cord Lipe, sales mgr.

D

D & M PRODUCTS, 13144 W. McNichols rd., Detroit 35, Mich. Automotive rear seat speaker kits. Henry Mills, pres., treas.; S. Rubin, sales mgr., pur. agt. **Det. Rep.**—Knight & Asso., 18510 James Couzens hwy., Detroit 35, Mich. **Adv. Agcy.**—Howard Lefton, 3824 Buena Vista, Detroit 6, Mich.

D & M TRUCK TOP CO., 12186 Petoskey, Detroit 4, Mich. Under car covers, covered wagon top for pickups and stakes, tops for hy-lows and bulldozers. Albert H. Dworkin, pres.

D. S. M. ELECTRIC CO., 6209 Hamilton ave., Detroit 2, Mich. Automotive electrical parts, ignition coils, condensers, voltage reducers, dual ignition. M. M. Moats, pres., gen. mgr.; B. A. Moats, vice-pres.; J. D. Ward, secy.; W. Palmer Lanagan, chief engr.; Ray R. Buckman, pur. agt.; Norman Klinger, traf. mgr.

D-X SUNRAY OIL CO., Box 381, Tulsa, Okla. D-X Diamond and Power motor oils, lubricating gasoline, greases, industrial oils. T. E. Fitzgerald, exec. vice-pres. mktg.; Glenn E. Wynn, exec. vice-pres. of mfg.; R. Paul Henry, exec. vice-pres. chg. of fin.; D. C. Wixson, vice-pres. retail mktg.; J. B. Smith, vice-pres. wholesale mktg.; N. B. Ingram, gen. sales mgr.; C. F. Niessen, adv. and sales prom. mgr.; J. W. Basore, mgr. lubr. sales. **Adv. Agcy.**—R. J. Potts-Woodbury, Inc., Kansas City, Mo. J. B. Woodbury, acct. exec.

DAHLSTROM METALLIC DOOR CO., 420 Buffalo st., Jamestown, N. Y. Metal fabrications including mouldings, pressed shapes, stampings, cabinets, product cases and special metal products. Paul N. Anderson, pres., gen. mgr.; Carl T. Bergstrom, vice-pres.; J. Gustaf Sundin, secy.-treas.; Elmer V. Lindstrom, vice-pres.; Kermit G. Nelson, adv. mgr.; Carl Thierfeldt, chief engr., special products div. **Det. Rep.**—Malcolm V. Otis, 1240 Buhl bldg., Detroit 26.

DAKE CORP., 637 Monroe st., Grand Haven, Mich. Arbor and hydraulic presses, steam and air motors, marine and contractors' equipment. A. E. Jacobson, pres.; Paul A. Johnson jr., vice-pres.; C. N. Jacobson, secy.; Paul A. Johnson sr., treas.; A. F. Green, gen mgr.; C. Darby, pur. agt.; Harold Poort, chief engr. **Det. Rep.**—H. B. Hazerodt, 416 Ford bldg., Detroit. **Adv. Agcy.** — Fensholt Co., Chicago, Ill. H. H. Rich, acct. exec.

DAMAR PRODUCTS, INC., 233 Frelinghuysen, Newark 5, N. J. Auto wardrobe rack. David W. Margulies, pres.; I. G. Margulies, treas.; Arthur Kindler, gen. mgr.; Wilbur Whitehorn, sales mgr.; Ruth Brooke, adv. mgr. **Adv. Agcy.** — Maxwell Sackheim & Co., Inc., New York City. Lester Wunderman, acct. exec.

DANA CORP., 4100 Bennett rd., Toledo 1, O. Universal joints, transmissions, axles, torque converters, clutches, propeller shafts, power take-offs, power take-off joints, railroad generator drives, frames, welded tubing, forgings, stampings. C. A. Dana, chmn. of bd.; J. E. Martin, pres.; J. V. Melick, vice-pres. and secy.; L. L. Melick, treas. and asst. secy.; D. D. Robertson, vice-pres. sales; C. Dybvig, sales mgr.; J. R. Miller, vice-pres. mfg.; W. L. Stone transmission and torque converter sales mgr.; W. H. Schomburg jr., universal joint and clutch sales mgr.; W. V. Thelander, clutch and farm equip. sales mgr.; Neil A. Moore, gen. mgr. parts div.; Earl M. Douglas, vice-pres.; R. P. Lewis, dir. engrg.; R. R. Burkhalter, exec. engr.; Frank J. Voss, mgr. pub. rel. **Adv. Agcy.** — C. A. Kroening, Inc., 2157 Euclid ave., Cleveland 15, O.

DASCO PRODUCTS CO., INC., 31485 Groesbeck hwy., Fraser, Mich. Stainless and cold rolled steel mouldings, small stamping. Roger Dolphyn, pres., treas.; John P. Barker, exec. vice-pres.; Vernon W. Beeman, secy., pur. agt.; Joe Strawinski, plant mgr.; Earl Spein, chief engr.; **Det. Rep.** — Frank J. Brady Co., 2405 W. McNichols rd., Detroit.

DAUBERT CHEMICAL CO., 333 N. Michigan ave., Chicago 1, Ill. Underbody coatings, sound deadeners, insulation compounds, rust preventive compounds, volatile corrosion inhibitor treated packaging materials, adhesives and sealers. L. S. Mann, gen. sales mgr.; D. S. Brown, sales mgr. ind. div.; R. G. Clendenin, adv. sales prom.; J. W. Taylor, dir. of pur.

DAVIDSON RUBBER CO., 50 Brighton st., Charlestown (Boston) 29, Mass. Gaskets, grommets, arm rests, weatherstrips, bumpers, mounts, strips, sponge sheets, etc. V. P. Dee, pres.; H. S. Liddick, vice-pres. and tech. dir.; A. A. Marschat, vice-pres. in chge. of mfg.; T. E. Johnson, vice-pres. in chge. of sales; E. Paul Casey, gen. mgr.; and asst. treas.; James Stack, pur. agt.; A. F. Burlick, traf. mgr.; M. Willson, pub. rel. mgr. **Det. Rep.** — T. E. Johnson, 3005 Puritan ave., Detroit 38.

DAVIS, AL., RADIO, INC., 5037 W. Pico blvd., Los Angeles 19, Calif. Car radio antenna systems, custom front plates for imported car radios. Ross Alan Davis, pres., chief engr.; Irene Davis, secy., treas.; Edward C. Hagle, gen. mgr.; Wm. S. Eschbach, sales mgr.; Herman Lecea, serv. mgr.; Edward Peters, parts and access. mgr.

DAYBROOK HYDRAULIC DIV., L. A. Young Spring & Wire Corp., 500 Lehman ave., Bowling Green, O. Hydraulic hoists and steel dump bodies, hydraulic power gates. T. W. Heiwig, gen. mgr.; J. F. McKiernan, sales mgr.; N. E. Torgersen, works mgr.; E. Y. Roberts, chief engr.; R. W. Wittenmyer, pur. agt.

DAYTON MALLEABLE IRON CO., 1401 W. Second st., Dayton 1, O. Malleable and gray iron castings, aluminum and steel castings, forgings, coil springs. Anthony Haswell, pres.; F. O. Parker, vice-pres.; R. C. Hayward, secy. and treas.

DAYTON RUBBER CO., 2342 Riverview ave., Dayton, O. Tires and tubes, automotive belts, foam rubber, hose. A. L. Freedlander, pres.; I. Eisbrouch, vice-pres. tire sales; L. C. Strobeck, vice-pres. mechanical sales; W. G. Pickrel, secy.; L. V. Baker, treas.; H. S. Mooradian, vice-pres. mfg.; J. Rockoff, vice-pres. in chge. development; C. D. Bucher, pur. agt.; Grant Marks, traf. mgr.; J. D. Hershey, dir. sales prom. and adv.; R. L. Wetzel, dir. pub. rel. **Det. Rep.** — F. C. Murray, 636-637 New Center bldg., Detroit 2; Tires and Mech. Rubber products, The Allman Co., Detroit; Foam Rubber, Norman D. Waters & Assoc., New York City.

DAYTON STEEL FOUNDRY CO., 1366 Miami Chapel rd. (P. O. Box 1022), Dayton, O. Cast metal wheels, cast iron brake drums, fifth wheel couplers, landing gear trailer supports, misc. carbon steel castings. George Walther sr., pres.; George Walther jr., gen. mgr.; William Walther, vice-pres.; John Walther, plant mgr.; J. A. Graham, secy., pur. agt.; S. A. Macy, treas.; E. L. Miller, chief engr.; H. G. Melia, pub. rel. mgr. **Adv. Agcy.**—Webber, Geiger & Kalat, Inc., Dayton, O.

DAYTON WHEEL PRODUCTS, INC., 300 S. Monroe st., Xenia, O. Wire wheels for passenger and sports cars, center locking knock-off type. Harold Rogge, pres.; Ben Parsons, vice-pres. of engrg.; Robert Rogge, prod. mgr. **Det Office**—8800 Grinnell ave.

DEALER SERVICE CO., INC., 704 Penn st., Hollidaysburg, Pa. Custom made guaranty program, customer service history program. H. W. Bauer, pres.; K. B. Bauer, secy.-treas.

DEALERS SUPPLY CO., 21820 Wyoming, Oak Park 37, Mich. Sales promotion agency, creating items for sale to automobile dealers under factory supervision, such as new car announcements, parts and service promotions. Walter Myers, pres.; Carl F. Mager, vice-pres. operations; William M. George, vice-pres. sales; Frank A. Donegan, vice-pres. creative.

DeBOER & ASSOCIATES, P. O., Box 13, Lake Worth, Fla. Americoach school and transit buses, cabs for mobile crane carriers, mfgrs. of solenoids for sanders and etc. H. O. DeBoer, owner; **Adv. Agcy.** — States Display Advertising, E. E. Hurst, pres., Bloomington, Ill.

DEERING, MILLIKEN & CO., INC., 240 Church st., New York 13, N. Y. and 1407 Broadway, New York. Sheetings, drills and twills; print cloths; all types of synthetics; woolens, worsteds and blends; saran; milium; tire cord. Roger Milliken, pres.; F. G. Kingsley, vice-pres.; C. W. Kable, secy.; Minot K. Milliken, treas.

DeKALB COMMERCIAL BODY CORP., 229 W. Garden st., DeKalb, Ill. Delivery units, van bodies, stake bodies, refrigerated bodies. E. E. Miller, pres., treas.; P. J. Nugent, vice-pres., sales mgr.; J. T. Modloff, vice-pres., prod. mgr.; M. T. Miller, secy.; F. B. Terwilliger, asst. secy., asst. treas.; B. J. Sayers, fleet sales mgr.; L. T. Wilkins, pur. agt.; R. G. Knoll, traf. mgr. **Adv. Agcy.**—Connor Associates, Aurora, Ill.

DELBAR PRODUCTS, INC., 7th & Spruce,

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Who's Who in the Auto Industry

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Perkasie, Pa. Truck mirrors and lights. L. Eric Jones, pres., sales mgr.; Raymond R. Brunner, vice-pres.; J. A. Crouthamel, treas.

DELCO APPLIANCE DIV., General Motors Corp., 391 Lyell ave., Rochester 1, N. Y. Automotive heater, defroster, air conditioning and antenna lift motors, window lifts, seat actuators, electric windshield wipers, fractional h.p. electric motors, permanent magnet motors and clutch assemblies for automotic pilots. Paul H. Rutherford, gen. mgr.; Carl L. Balbach, wks. mgr.; H. H. Leonard, equip. sales mgr.; J. R. Williams, adv. and sales prom. mgr.; Richard T. Reddington, serv. mgr.; Henry C. Rohr, chief engr.; Phillip McNellis, pur. agt.; William P. Blackmon, pub. rel. mgr. **Adv. Agcy.**—Ed Wolff and Associates, Rochester, N. Y. Earl Holdren, acct. exec.

DELCO PRODUCTS DIV., General Motors Corp., 329 E. 1st st., Dayton 1, O. Shock absorbers. F. H. Irelan, gen. mgr.; J. A. McNamara, div. compt.; B. T. Olson, plants mgr.; F. G. Carpenter, gen. sales mgr.; J. R. Lakin, asst. gen. sales mgr.; W. W. Taylor, adv. mgr.; M. T. Funkhouser, chief engr.; F. J. O'Donnell, pur. agt.; J. J. O'Connell, traf. mgr.; D. L. Temple, dir. pub. rel. and ind. rel. **Det. Mgr.** — S. W. Blanton, Delco Products Div., 8-257 General Motors bldg., Detroit 2. **Chi. Mgr.**—J. F. Howe, Delco Products Div., 3430 W. Division st., Chicago 3. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. C. Coe, acct. exec.

DELCO RADIO DIV., General Motors Corp., Kokomo, Ind. Radios, electronic devices and power transistors. R. L. Showalter (compt.) treas.; B. W. Cooper, gen. mgr.; D. S. Allsop, wks. mgr.; H. M. Stelzl, sales and adv. mgr.; A. N. Jonsson, serv. mgr.; B. A. Schwarz, chief engr.; R. Hill jr., pur. agt.; R. O. Bassett, pur. and prod. control mgr.; Walter M. Wilson, personnel and pub. rel. dir. **Det. Rep.**—H. E. Holliday, 57 E. Harper ave., Detroit 2. **Adv. Agcy.**—Campbell - Ewald, Detroit, Mich. Craig Miller, acct. exec.

DELCO-REMY DIV., General Motors Corp., 2401 Columbus ave., Anderson, Ind. Automotive generators, regulators, cranking motors, ignition coils, ignition distributors, storage batteries, horns, Boden wire controls, various directional signal and control switches for passenger cars, trucks, buses, farm and garden tractors, outboard motors, marine craft, and diesel-powered equipment. Fully waterproofed electrical components for U. S. Ordinance trucks and tanks. H. D. Dawson, gen. mgr.; H. G. Riggs, wks. mgr.; R. L. Kessler, mfg. mgr.; C. A. Nichols, dir. of mfg. facilities; C. F. Hardy, dir. of pub. rel.; C. H. Toedtmann, dir. of pur. and prod. control; P. E. Bardsley, sales mgr.; H. L. Hartzell, chief engr.; F. E. Boze, mgr. prod. control; J. H. Bolles, dir. sales and engrg.; W. C. Cottor, compt.; Ray Gilpin, chief inspector; B. L. Stewart, per. dir.; Herman Staggenburg, mgr. battery operns. **Det. Rep.**—8-217 General Motors bldg. **Adv. Agcy.**—Campbell-Ewald Co., Detroit.

DEL-KROME CORP., 44 West st., Walton, N. Y. Wheel covers, stainless steel auto window ventilating and trim device, wheel trim device, door edge guards, stainless steel window moulding protective and trim device. Herbert Buerger, pres., gen. and sales mgr.; Walter L. Terry, vice-pres.; Lorrainne Buerger, secy.; Edgar Van Buren, works mgr.; James R. Phillips, asst. sales and adv. mgr.; Maurice Bartlett, serv., parts and access. mgr.; Maurice Emerson, pur. agt.; George Pine, pub. rel. mgr. **Det. Rep.**—D. M. Nelson, 1410 Fisher bldg.

DELMAN CO., 300 New York ave., Des Moines 13, Ia. Windshield washers and special automotive parts for automobile manufacturers. Chuck Bachrach, gen. mgr.; Paul Welch, plant mgr.; director of engineering, Ed Webb. **Det. Rep.**—The Delman Co., 128 Kercheval, Grosse Pointe 36. **Pub. Rel. counsel,** The Hopkins Agency, Detroit.

DELTA CHEMICAL CO., 682 So. Cox st., Memphis 4, Tenn. White sidewall tire cleaner, steamcleaning compound, powdered car wash, carburetor cleaner, concrete cleaner, heavy duty stripper, radiator compound, vat stripper. Harry Cooper, sales mgr.; Leo Schneider, asst. sales mgr.; Alec Handelman, pur. agt. **Adv. Agcy.**—Simon & Gwynn, Memphis, Tenn

DELUXE PRODUCTS CORP., 1313 Lake st., LaPorte, Ind. Oil filters and replacement elements. J. S. Allan, pres.; C. N. Bentley, vice-pres.; C. O. VanVactor, chge. of sales; G. H. Yelinek, chief engr.; P. C. Newlin, treas.; J. H. Zook, pur. agt.; H. H. Parker, plant mgr.; J. H. Miller, 454 McNaughten rd., Reynoldsburg, O. **Adv. Agcy.**—VanAuken, Ragland & Stevens, Chicago, Ill. B. F. Stevens, acct. exec.

DENISON ENGINEERING CO., 1160 Dublin rd., Columbus 16, O. Hydraulic presses, pumps, valves and fluid motors, special hydraulic equipment. W. C. Denison, pres.; F. C. Norris, vice-pres., gen. mgr.; C. A. Hughes, vice-pres.; E. W. Smith, secy.; E. L. Fouse, treas.; P. W. Norris, vice-pres., sales; R. H. Kpepps, Multipress sales; R. C. Clouse, adv. mgr.; K. C. Binder, mgr., aircraft products sales div.; Dennison Neale, mgr., hydraulic pump and control sales div.; J. F. Booton, serv. mgr.; V. V. Blasutta, chief engr.; George T. Hays, pur. agt. **Det. Rep.** — A. C. Haberkorn Machinery Co., 412 New Center bldg., Detroit. **Adv. Agcy.** — Griswold-Eshleman Co., Cleveland.

DeSOTO DIV., CHRYSLER CORP., 6000 Wyoming ave., Detroit 31, Mich. Passenger cars. L. I. Woolson, pres. and dir.; J. B. Wagstaff, vice-pres. and dir.; N. Kelley jr., vice-pres. and dir.; W. J. Simons, treas. and dir.; H. F. Diegel, compt. and dir.; K. M. Eyestone, secy.; Craig Keith, asst. treas.; A. S. Hudson, asst. compt.; F. V. Olds, asst. compt.; G. T. Higgins, asst. secy.; F. L. Bird, opr. mgr.; A. E. Kimberly, chief engr.; E. H. Graham, compt.; J. R. Coughlin, orgn. and product planning mgr.; D. W. Matzen, pur. agt.; C. E. Eschenbach, ind. rel. mgr.; A. B. Nielsen, gen. sales mgr.; P. Herpolsheimer jr., asst. gen. sales mgr.; J. L. Wichert, dir. of adv. and sales prom.; E. H. Hancock, dir. of sales orgn.; W. F. Sullivan, used car mdse. mgr.; E. W. Brown, dir. of distr.; D. L. Linnell, parts and accessories sales mgr.; R. Mahler, sales prom. mgr.; R. W. Utley, dir. of serv.; C. R. Lautz, factory mgr.; R. S. Randall, supt. of planning; W. B. Shimer, master mech.; J. N. Straky, plant engr.; W. G. Vershave, traffic supervisor.

DESTINY PRODUCTS CO., 2970 W. Grand blvd., Detroit 2, Mich. Lubricant additive and stick, water soluble cutting coolant, extreme pressure grease, metal filler, moldable metal, super solvent, moldable steel, caulking-sealing compound. L. T. Holland, pres., chief engr.; S. M. Zelsy, exec. vice-pres.; D. Holland, secy.; V. C. Brower, asst. treas. and pur, agt.; M. C. Booth, vice-pres., gen. mgr. **Det. Rep.**—Waterston's, 960 W. Eight Mile rd. **Adv. Agcy.**—Zelsy and Associates, Detroit, Mich.

DETREX CORP., 14331 Woodrow Wilson. Mail: Box 501, Detroit 32, Mich. Degreasers, ultra sonic cleaning, washers and processing equipment; solvents, cleaning compounds, dry cleaning machines; phosphate coating processes for rust proofing, paint bond and extrusion. R. A. Emmett sr., chmn. of bd.; A. O. Thalacker, pres.; C. F. Dinley sr., vice-pres., research; T. K. Haven, vice-pres.; W. McCracken, tech. dir.; E. W. Allison, secy.-treas.; R. A. Emmett jr., vice-pres.; R. Johnson, factory supt.; L. Camel, sales mgr.; Alkali-phosphate products; D. E. Willard, sales mgr., machinery and solvents; W. E. Newberry, dir. of sales; H. R. Norgren, sales mgr., dry-cleaning div.; T. J. Kearney, asst. mgr. ind. equip. div.; A. W. Stoddard, dir. of sub. rel. and adv.; G. W. Walter, dir. tech. pubs.; H. Tweedy, serv. mgr.; J. Nuber, chief engr.; W. G. Smith, pur. agt.; L. Straley, traf. mgr. **Det. Rep.**—J. P. Emmett, P. O. Box 501, Detroit 32. **Adv. Agcy.** — Gray & Kilgore, Inc., Detroit. R. Kilgore, acct. exec.

DETROIT ALUMINUM & BRASS CORP., 3975 Christopher, Detroit 11, Mich. Friction type bearings, connecting rod and crankshaft bearings. Samuel Frank, chmn. of bd.; Lloyd G. Hooker, pres.; Jerome J. Frank, exec. vice-pres.; W. E. O'Rielly, vice-pres.; William Cofell, vice-pres.; Harold L. Frank, secy.-treas., advertising mgr., dir. of pur.; Ray G. Frank, asst. secy. and asst. treas.; Randolph L. Strickland, research engr.

DETROIT AUTOMOTIVE PRODUCTS CORP., 8701 Grinnell ave., Detroit 13, Mich. Thorton four-rear-wheel drives, NoSPIN Differentials, Super load-booster third axles (pusher type), truck equipment. J. J. Krauss, pres.; Albert F. Myers, vice-pres., engrg.; Irving Hagglund, vice-pres., sales; Walter A. Kleinert, secy.; P. W. Churchman, treas.; R. Dickson, asst. to pres.; A. Hesla, plant supt. **Adv. Agcy.**—Dudgeon, Taylor and Bruske. Harry Detterich, acct. exec.

DETROIT BEVEL GEAR CO., 8130 Joseph Campau, Detroit 11, Mich. Automotive and industrial gears, splined shafts, axles, flywheel ring gears, universal joints, propeller shafts and components. Edgar D. Leon, pres.; Wm. J. Taylor, vice-pres., admin.; Fred Miller, vice-pres., operations; Sterling S. Richhart, secy.-treas.; Robert McGookey, pur. agt.; James R. Phelan, sales mgr.

DETROIT DIESEL ENGINE DIV., General Motors Corp., 13400 W. Outer dr., Detroit 28, Mich. Series 51, 71 and 110 General Motors 2-cycle diesel engines for marine, industrial and transportation applications, 30 to 893 h.p. S. E. Knudsen, gen. mgr.; C. W. Truxell, wks. mgr.; R. E. Hunter, sales mgr.; T. L. Guarniere, merchandising mgr.; D. J. Clymer, adv. mgr.; A. F. Brecht, serv. mgr.; J. Ball, parts mgr.; C. W. Frederick, dir. of engrg.; J. E. McKenna, mgr. prod. and pur.; W. T. Fogarty, pur. agt. **Det. Dist.**—Peninsular Diesel, Inc. **Adv. Agcy.**—Kudner Agency, New York, N. Y., and Detroit. Ivor J. Menzies, acct. exec.

DETROIT GASKET & MFG. CO., 12640 Burt rd., Detroit 23, Mich. Gaskets, auto body trim supplies, brass rods, aluminum tubing, extruded shapes of aluminum and aluminum alloys. Lloyd H. Diehl, pres. and gen. mgr.; John L. Barrett, Walter E. Ritter, Lloyd H. Diehl jr., vice-presidents; Edward W. Diehl, secy.-treas.; Russell A. Blanchard, sales adv. and sales prom. mgr.; Charles H. Strauss, pur. agt.; Herman O. Baehr, wks. mgr. **Adv. Agcy.**—Castle-Werner, Inc., Detroit, Mich.

DETROIT GEAR DIV., Borg-Warner Corp., 12345 Kercheval ave., Detroit 14, Mich. Truck, tractor and bus transmissions; tractor axles and hydraulic pumps; gears, spline shafts and precision parts for cars, trucks, tractors and aircraft. T. J. Ault, pres. and gen mgr.; H. H. Whittingham, vice-pres. sales; F. B. Herz, vice-pres.; R. W. Walters, secy.-treas.; Howard E. Blood jr., factory mgr.; W. L. Pringle, sales mgr.; H. A. Jewell, dir. of pur.

DETROIT GRILLE MFG. CO., 258 E. Vernor, Detroit 1, Mich. Replacement automobile parts, accessories, radiator grilles, trimming, stampings, custom grilles and fender skirts. Samuel Gurwin, pres.; I. Gurwin, vice-pres.; C. Sanders, secy.; Samuel Gurwin, sales mgr.

DETROIT HARVESTER CO., 2750 Guardian bldg., Detroit 26, Mich. Window regulators, channels, automobile hardware, hydraulic window, seat and top controls, convertible top frame assemblies, power take-offs, farm mowers, hay rakes, misc. machine parts, aircraft parts and hydraulic pumps, machinery circulating pumps, power lawn mowers. H. L. Pierson, chmn. of bd.; J. T. Smith, pres.; J. R. Donahue, secy.; A. T. Joldersma, treas.; J. J. Brooks, mgr. of Implement div., Zanesville, O.; J. Lindsay, pur. agt., Implement div.; F. Huntington, mgr. Dura div., Toledo, O.; R. Bremer, pur. agt., Dura div.; D. E. Walbert, mgr. of Motor State Products div., Ypsilanti, Mich.; L. Spiess, pur. agt., Motor State Products div.; A. Wilson, mgr. of Warner div., Detroit; H. J. Hackett, pur. agt., Warner div.; J. Bryan, mgr. Paris Products div., Paris, Ky.; A. Wilson, pur. agt., Paris Products div.; R. Hohman, mgr. of Moto-Mower div., Richmond, Ind.; C. W. Senkvell, pur. agt., Moto-Mower div.; A. J. Dalton, mgr. Peters-Dalton, Inc., subsidiary, Detroit, Mich.; E. G. Mooney, pur. agt. Peters-Dalton.

DETROIT HOIST & MACHINE CO., 8233 Morrow st., Detroit 11, Mich. Cranes, traveling; hoists, electric and air; trac-

(Continued on Page 223).

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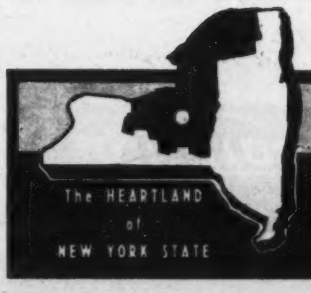

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Evening Sunday Morning & Sunday

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Who's Who in the Auto Industry

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tors, monorail and turntable. A. S. Watson, pres.; George B. Martin, exec. vice-pres.; R. W. Fleming, vice-pres.; T. R. Fleming, treas.; B. A. Hinman, secy.; V. A. Fulton, sales engr.; J. S. Kolasa, pur. agt.; **Adv. Agcy.**—S. E. Schneider, Detroit, Mich.

DETROIT MASTER PROD. CO., 16490 Woodward, Detroit 3. Automotive body hardware. Louis B. Dizik, pres.; B. L. Dizik, secy.-treas.

DETROIT MOLDED PLASTIC CORP., 6209 Hamilton ave., Detroit 2, Mich. Custom molder of auto parts. M. M. Moats, pres., gen. mgr.; B. A. Moats, vice-pres.; J. D. Ward, secy.; George Stevens, wks. mgr.; Ray R. Buckman, pur. agt.

DETROIT STAMPING CO., 350 Midland ave., Detroit 3, Mich. Medium heavy and smaller stampings, multi slide production, coined parts, pressed metal assemblies, toggle clamps, arbor spacers, packaged shim and feeler stock, washers and gear blanks. Glendon H. Roberts, pres., treas. and gen. mgr.; William H. Roberts, vice-pres., secy. and mgr. (finished products div.); Dominic J. Damm, factory mgr.; Harry C. Robeson, sales mgr. (stampings div.); Frank W. Trippensee, asst. treas. and compt. **Adv. Agcy.** — Dudgeon, Taylor and Bruske, Detroit, Mich.

DETROIT STEEL PRODUCTS CO., 2250 E. Grand blvd., Detroit 11, Mich. Springs, steel windows, doors, building panels, garage doors. H. D. Palmer, pres.; Wm. Gillett, vice-pres. (engrg.); D. S. Burnett, sales mgr. (spring div.); J. L. Searle, engr. (spring div.); Howard A. Kennedy, dir. adv. and sales prom.; B. W. Rismann, pur. agt. **Adv. Agcy.** — Behr Advertising Agency, Detroit, Mich. K. G. Behr, acct. exec.

DETROIT SURFACING MACHINE CO., 1333 East Eight Mile rd., Detroit 20, Mich. Finisher, electric and pneumatic sanders. Frank D. Nunemaker, pres., gen. mgr., adv. mgr.; Don Evaul, vice-pres.; Dave R. Wickes, secy., wks. mgr., sales mgr.; Frank D. Pease, serv. mgr.; Roy N. Sharp, pur. agt. **Adv. Agcy.**—F. B. Hubert, Inc., 2832 E. Grand blvd., Detroit 11, Mich.

DETROIT UNIVERSAL DIV., CHRYSLER CORP., 6455 Kingsley ave., Dearborn, Mich. Universal joints and propeller shafts for the automotive trade. A. W. Hartig, mgr.; A. M. Swigert works mgr.; R. McDonald, prod. pur. agt.; D. Brichta, non-prod. pur. agt. **Sales Reps.**—James Cannon and A. D. Warnick.

DE VILBISS CO., 300 Phillips ave., Toledo 1, O. Air compressors, spray guns, spray painting systems, spray booths, rubber hose (for air, water, solvents and paint), exhaust systems, flocking equipment. Howard DeVilbiss, pres.; R. L. Morrison, exec. vice-pres.; H. M. Kidd, vice-pres., chge. of sales; J. M. Robinson, vice-pres. chge. of finance; W. A. Deiger, vice-pres., chge. of mfg.; D. J. Peeps, vice-pres., chge. of engrg.; E. F. Frey, mgr. of indus. sales; D. V. Perry, mgr. of jobber sales; H. A. Lange, mgr. of adv. and sales prom.; E. J. Etzel, dir. of pur. **Det Rep.**—H. C. Cunningham, 111 Oakman blvd., Detroit 3. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Inc., 8469 E. Jefferson, Detroit 14, Mich. D. C. Longyear, acct. exec.

DIAMOND T MOTOR CAR CO., 4401 W. 26th st., Chicago, Ill. Motor trucks. E. J. Bush, pres., treas., gen mgr.; C. A. Peirce, vice-pres.; J. F. Danielson, secy.; T. J. Lopatka, wks. mgr.; R. Neuzil, per. mgr.; Z. C. R. Hansen, exc. vice-pres.; J. L. Krickl, sales mgr.; J. L. Teach, eastern sales mgr.; W. S. Baldwin, adv. mgr.; W. J. Hall, serv. mgr.; R. C. Wallace, chief engr.; H. C. Emberson, vice-pres., dir. of pur.; W. S. Breinig, asst.; M. Egeland, gen. pur. agt. **Adv. Agcy.** — Roche, Williams & Cleary, Inc., Chicago, Ill. Robert Stracke, acct. exec.

DIBBLE COLOR CO., 1497 E. Grand blvd., Detroit 11, Mich. Paint, lacquer, synthetic enamel, lacquer thinner, chassis black. J. F. Maycock, pres., gen. and sales mgr.; R. W. Lindsay, vice-pres.; E. A. Dreves, secy.; B. P. Schmitt, works mgr. and pur. agt.

DIEBOLD, INC., 818 Mulberry rd. S.E., Canton 2, O. Rotary filing systems, vertical-visible files, visible binders, safes, vault doors, chests, microfilm equipment. D. A. Maggin, chmn. of bd.; G. H. Bockius, chmn. exec. comm.; R. C. Koontz, pres.; F. D. Robinson, treas.; C. C. Heilman, wks. mgr.; L. E. Souers, secy.; W. G. Sprankle, prod. mgr.; A. W. Jackson, vice-pres., bank sales; W. K. Wilson, vice-pres. systems sales; Elmer W. Nelson, vice-pres.; D. M. O'Connell, serv. mgr.; John Paca, chief engr.; C. A. Brogden, pur. agt.; C. N. Shryock, dir. adv. and sales prom. G. B. Young, adv. mgr. **Adv. Agcy.** — Penn & Hamaker, Bedford, O.

DIETERICH PRODUCTS CORP., Michigan City, Ind. Outside sun shade for automobiles and miscellaneous metal stampings. R. E. Dieterich, pres.; F. A. Werstein, vice-pres., treas.; J. M. Warnimont, sales mgr. **Det. Rep.** — R. H. Haynes, 2711 E. Jefferson ave., Detroit, Mich.

DIETZ CO., R. E., 225 Wilkinson st., Syracuse 1, N. Y. Road, fog and tractor lights; clearance and marker lights; direction signals; dome lights; flares and flare kits; headlights; mirrors and mirror heads, stop and tail lights, parking lights; spotlights. John S. Dietz, sales mgr.; George L. Petrie, pur. agt. **Adv. Agcy.**—Barlow Advertising Agency, 742 James st., Syracuse 1, N. Y.

DILL MANUFACTURING CO., 700 East 82d st., Cleveland 3, O. Tire valves, valve parts, associated items, electric tube repair vulcanizer and patches. A. P. Williamson, pres., treas.; E. F. Tobold, vice-pres.; B. S. Byall, secy., sales mgr.; C. A. Schlieker, supt.; H. W. Baker, asst. sales mgr.; L. S. Petrovich, adv. mgr.; R. Boyer, chief engr.; C. W. Bonifield, pur. agt., traf. mgr. **Adv. Agcy.**—McDaniel-Fisher-Spelman, Akron, O. A. C. Fisher, acct. exec.

DILLON ELECTRIC CO., 1712 11th st., N. E., Canton 5, O. Man cooling fans. Chas. A. Dillon, pres., gen. mgr.; A. F. Kring, vice-pres., secy.; W. W. Hoenecke, treas.

DINSMORE INSTRUMENT CO., Box 595, Flint 1, Mich. Auto, marine, aviation, magnetic, coat and special compasses. C. B. Dinsmore, pres.; R. C. Dinsmore, vice-pres. and gen. mgr. **Adv. Agcy.**—Rolfe C. Spinning, 5057 Woodward ave., Detroit 2. Bill Spinning, acct. exec.

DITTMER GEAR & MFG. CORP., 193-215 Grand st., Lockport, N. Y. Gears, shafts, machined hubs and flanges for automotive transmissions, pumps, etc. A. H. Dittmer sr., pres., gen. mgr.; F. B. Williams, vice-pres.; R. E. Hyatt, secy.; A. H. Dittmer jr., treas.; A. C. Miller, supt.; R. W. McCarthy, engr.; H. E. Miller, comptroller.

DITZLER COLOR DIV., Pittsburgh Plate Glass Co., 8000 W. Chicago ave., Detroit 4, Mich. Lacquers, enamels, undercoatings, thinners, etc. J. F. Green, gen. mgr.; E. D. Kress, mgr. auto sales; E. H. Heaton, mgr. sales serv.; Neil A. Fleming, mgr. auto refinish sales; L. S. McNally, service mgr.; H. Redshaw, tech. dir.; Neil W. Vogt, sales prom. mgr.; B. J. Smith, plant engr.; W. H. Welch, pur. agt.; J. H. LaFrance, traf. and whse. mgr.; Marjorie Williams, asst. traf. mgr. **Adv. Agcy.**—Maxon, Inc., Detroit, Mich. P. A. Revelt, acct. exec.

DIVCO CORP., 22000 Hoover rd., Detroit 5, Mich. Door-to-door delivery vehicles. Frank R. Fageol, chmn. of bd.; G. E. Muma, pres. and gen. mgr.; Roy H. Sjoberg, vice-pres., dir. of sales; John E. Dee, sales mgr.; James H. Spencer, secy.; Robt. Robillard, treas.; H. V. Hedeen, vice-pres. in chge. of mfg.; Frank J. Messing jr., vice-pres. in chge. of serv.; Ray Chapman, chief engr.; C. R. Tetzlaff, dir. of pur.; R. K. MacDonald, pur. agt.; Harold C. Ellis, traf. mgr. **Adv. Agcy.**—The Allman Co., Inc., Detroit, Mich.

DIXIE-JIBO CO., 2004 Mullanphy st., St. Louis 6, Mo. Brake service equipment, tools and accessories, tire truers, alignment tools, axle wedges, coil spring spacers and caster shims. Jos. L. Haenny, pres. **Adv. Agcy.**—Research and Institute Advertising, Inc., H. Baker, mgr.

DIXIE TALLYHO, INC., Fairburn, Ga. Truck canopies, seating devices, tire changing apparatus. Alfred T. Pitman, pres.; Grace P. Dorris, secy.-treas. **Adv. Agcy.**—Crawford and Porter, Atlanta, Ga.

DIXON CRUCIBLE CO., JOSEPH, 167 Wayne st., Jersey City 3, N. J. Lubricating graphite, graphited grease, lube and penetrating oil. F. G. Atkinson, pres. J. P. Templeton, secy.; Warren Zimmer, vice-pres. of prod.; H. E. Ehlers, vice-pres.; R. C. Brock, gen. sales mgr.; C. R. Tighe, ind. adv. mgr.; H. Goecker, pur. agt.; F. Jones, traf. mgr.; H. B. Van Dorn, vice-pres. and pub. rel. mgr. **Det. Rep.**—C. J. Elston, P. O. Box 116, College Park Station. **Adv. Agcy.**—Carpenter-Proctor, Newark, N. J. G. S. Carpenter, acct. exec.

DOAN MFG. CORP., 1761 London rd., Cleveland 12. Floor mats, motor mounts, pedal pads, splash guards, bushings and grommets. I. A. Kravitz, pres.; T. C. Kravitz, vice-pres.; A. E. Kravitz, treas.; W. S. Lepene, sales mgr.; Albert Herschman, adv. mgr., sales prom. mgr.; S. Pleskoff, traf. mgr. **Det. Rep.**—Grantello Sales Co., 805 N. Pemberton rd., Bloomfield Hills, Mich. **Adv. Agcy.**—Wm. Glazer Adv. Agency, Cleveland.

DOBECKMUN CO., THE, 3301 Monroe ave., Cleveland, O. Non-tarnishing metallic yarns. Thomas F. Dolan, pres.; Wm. D. Sweeny, vice-pres.; Ennis P. Whitley, vice-pres. of sales; Lynn Given, fashion coordinator; Heber A. Allen, sales mgr.; A. S. Gould, sales mgr.; Thomas Shem, adv. mgr. **Det Rep.**—J. M. Hannan, 2970 West Grand blvd. (402). **Adv. Agcy.**—Anderson & Cairns, Inc., New York, N. Y. Mrs. Julia Morse, acct. exec.

DOBIE CO., THE. Plants: 1312 Ontario, at Cleveland, O.; 217 S. Monroe st., Monroe, Mich Dealer sales and service promotion programs, car owner follow-up systems, direct mail advertising, record forms and stationery, point-of-purchase displays, auto merchandising systems. General management — Cleveland, George N. Dobie; Monroe, Edward R. Dobie; Irene Brown, pub. rel.; E. H. Petrie, N. Central Ohio district mgr.; R. L. Briggs, N. Central Ohio serv. mgr.; J. P. Bonnell, N. Western Ohio dist. mgr.; W. P. Lanci, Cleveland production mgr.; Owen Griffin, Monroe production mgr.; J. F. Fuqua, Detroit district serv. mgr. **Det. Rep.** — The Dobie Co., 7410 Woodward ave.

DOCKSON CORP., 3839 Wabash ave., Detroit 8, Mich. Oxy-acetylene welding equipment, head and eye protection. H. E. Piggott, pres., gen. mgr.; J. F. McDevitt, treas.; R. J. Nelson, wks. mgr.; C. W. Piggott, vice-pres., pur. agt. **Det. Rep.**—Howard Williams. **Adv. Agcy.**—F. B. Hubert Co., Detroit, Mich.

DODGE DIV., CHRYSLER CORP., 7900 Jos Campau ave., Detroit 31, Mich. Passenger cars and trucks. W. C. Newberg, vice-pres., Chrysler Corp. and pres. Dodge div.; M. C. Patterson, vice-pres. and car oprns. mgr.; K. C. Deacon, vice-pres. and truck oprns. mgr.; L. F. Desmond, vice-pres. and dir.; B. J. Nichols, vice-pres. chge. of sales; F. C. Martin, compt.—cars; B. W. Bogan, exec. engr.; A. Wilson, compt.—trucks; C. F. Lucksinger, ind. rel. and organization mgr.; F. C. Glassford, mfg. mgr.—cars; G. H. Stover, works mgr.—cars; E. J. McPhee, plant mgr.—trucks; J. W. Minor, gen. sales mgr.; W. D. Moore, adv. mgr.; W. L. Kessinger, asst. adv. mgr.; L. T. Hagoplan, sales prom. mgr.; E. P. Letscher, sales mgr.—field oprns.; J. B. Naughton, asst. sales mgr.—field oprns.; B. M. Carter, new car sales mgr.; E. H. Rice, truck sales mgr.; W. M. Spencer, dir. of serv.; M. R. Maurer, serv. mgr.—cars.; W. L. Scott, serv. mgr.—trucks; S. J. Tompkins, chief engr.—trucks; R. D. Engle, chief engr.—cars; H. C. Cook, pur. agt.—cars; S. J. Roach, pur. agt.—trucks; R. W. Vorhees, programming mgr.—cars; W. G. Knuff, dir. of forward planning. **Adv. Agcy.**—Passenger cars: Grant Advertising, Inc., Chicago and Detroit. Trucks: Ross Roy, Inc., 2751 E. Jefferson ave., Detroit.

DOEHLER-JARVIS, Div. of National Lead Co., Smead ave., Toledo 1, O. Die cast-

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Quality

The quality of an automobile is determined to a great extent by the quality of its component parts.

We are proud of the fact that for over 36 years we have been producers of high quality automobile gasoline tanks that have passed rigid performance tests.

Gasoline Tank for Continental Mark II

O. L. ANDERSON CO.

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Who's Who in the Auto Industry

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ings, F. J. Koegler, gen. mgr.; E. R. Zabriskie, gen. sales mgr.; F. W. Burgie, asst. sales mgr.; H. G. Meyer, Division Sales Administrator; A. F. Bauer, chief engr.; E. F. Brissie, pub. rel. mgr.; R. L. Peterson, sales engr., Grand Rapids plant; S. Taylor, sales engr., Grand Rapids plant; C. E. Claus, sales mgr., Grand Rapids plant. **Det. Rep.**—J. Ruffin. **Adv. Agcy.**—Marschalk and Pratt, New York.

DOLE VALVE CO., 1901-1941 Carroll ave., Chicago 12, Ill. Tube couplings and fittings for gas and oil lines; brass parts to order; thermostats for motor temperature control. John L. Dole, pres.; T. B. Chace, vice-pres.; R. M. Ellis, vice-pres., sales; Stuart G. Phillips, asst. vice-pres., adv. and sales prom. mgr.; A. C. Goodrich, secy.; Robt. J. Pringle, treas.; J. J. Goodville, asst. vice-pres.; J. K. Lund, asst. vice-pres.; Cyril Grindrod, vice-pres. and wks. mgr.; E. C. Curtiss, div. sales mgr.; L. Jones, asst. vice-pres., pur. agt. **Det. Rep.** — Elmer Skowbo, c/o Dole Valve Co., Detroit. **Adv. Agcy.** —Walther Buchen & Co.

DOLPHIN PAINT & VARNISH CO., 922 Locust st., Toledo, O. Glass bedding compounds, roof and drain trough sealers, spot welding sealers, air and dust sealers, windshield sealers, waterproofing compounds. C. W. Blum, pres., gen. mgr. and pur. agt.; M. W. Winkle, vice-pres., sales and adv. mgr.; L. E. Comes, secy.-treas.; F. McClelland, wks. mgr. and chem. engr.; B. J. Steger, asst. sales mgr.; J. Lohmeyer, asst. pur. agt.; Wilbur Williams, traf. mgr. **Det. Rep.**—Overmyer Trimming Mat'l Co., 18212 James Couzens hwy., Detroit. **Adv. Agcy.** —Wendt Advertising Agency, Toledo, O. H. A. Wendt, acct. exec.

DONOVAN SALES CO., 16179 Hamilton, Detroit 3, Mich. Novelty and premium sales agency dealing with automotive sales agencies. Develop and merchandise announcement programs. Harry A. Donovan, pres.; Robert J. Donovan, vice-pres.

DO-RAY LAMP CO., INC., 1458-68 S. Michigan ave., Chicago 5, Ill. Stop, backup, fog, dome, tractor, clearance and marker lights, emergency lamps, directional signals, oil and electric flares, reflex reflectors, truck mirrors, S. M. Dover, pres., treas.; N. R. Dover, gen. and sales mgr.; D. J. Dover, asst. treas.; M Levenberg, secy. and traf. mgr.; C. Augenstein, plant supt.; C. Kruger, pur. agt.; Roy W. Johnson, chief engr. **Det. Rep.**—H. D. Weiss, 2457 Woodward ave. **Adv. Agcy.**—A. D. Schyman, Chicago.

DORMAN PRODUCTS, INC., 1004 Sycamore st., Cincinnati 2, O. Clutch parts, expansion plugs, studs, springs, cap screws, nuts, bolts, washers. Jack R. Dorman, pres., treas.; Lee Dorman, vice-pres., adv. mgr.; O. H. Coffman, secy., sales mgr.

DORSEY TRAILERS, INC., Elba, Ala. Vans (including refrigerators, produce, livestock, grain, furniture), stake and platform trailers, pole trailers, machinery trailers, C. E. Dorsey jr., pres.; J. V. Wright, vice-pres.; Katherine Dorsey, secy.; G. L. Collier, controller; R. A. Sewell, operations mgr.; Horton Fick, sales and adv. mgr.; Mayo Prescott, serv. mgr.; N. M. Norman, chief engr. **Det. Reps.** — J. Alton Williams, Trussville, Ala.; G. W. Kelley, Augusta, Ga.; J. Paul Gray, York, Pa.; R. E. Dunstan, Creve Coeur, Mo.; J. C. Jackson, New York, N. Y. **Adv. Agcy.**—Morris Timbes, Inc., 220 St. Michael st., Mobile, Ala.

DOUGLAS CO., THE, 620 12th ave., S., Minneapolis 4. License frames, emblems, chrome insignia. C. T. Skanse, pres.; S. M. Olson, vice-pres., sales mgr. **Adv. Agcy.**—Revere Advertising, Minneapolis.

DOUGLAS & LOMASON CO., 5836 Lincoln ave., Detroit 8, Mich. Grilles, tubular products, seat frames, rolled sections, special stampings, garnish mouldings, glass channels, gravel shields, ash trays. W. K. Lomason, pres., gen. mgr.; E. C. P. Davis, vice-pres.; A. A. Poppelreiter, vice-pres., works mgr.; C. J. Beck, secy.; C. W. Finnimore, treas.; Leonard Glance, chief project engr.; R. F. McDonald, pur. agt.

DOUGLAS MFG. DIV. KINGSTON PRODUCTS CORP., Bronson, Mich. Automotive electrical parts; switches and sockets; junction blocks; wire terminals; turn signals, ignition, headlight and foot switches; special electrical parts for original equipment. Paul Johnson, pres.; L. W. Penniman, exec. vice-pres.; Harold Irick, secy.-treas.; W. C. Whorley, vice-pres., gen. mgr.; T. W. Drury, sales, adv. and sales prom. mgr.; Nelson Weber, chief engr.

DOUGLASS MUFFLER MFG. CO., 5636 E. Shull, Bell Gardens, Calif. Balanced exhaust systems, dual muffler sets, steel packed mufflers, fiberglass mufflers. Howard W. Douglass jr., pres.; Ruth A. Douglass, treas.; Rollin C. Mack, sales mgr.; Ralph Blomquist, traf. mgr. **Det. Rep.**—Tom Coughtrie, 5637 Summit st., Sylvania, O.

DOW CHEMICAL CO., Midland, Mich. Magnesium products. Dr. L. I. Doan, pres.; Dr. M. E. Putnam, vice-pres.; C. C. Campbell, vice-pres., secy.; Dr. I. D. Hanawalt, vice-pres., gen. mgr.; W. S. Loose, sales mgr.; W. R. Caple, asst. sales mgr.; M. J. Hooker, adv. mgr.; W. D. Boone, asst. adv. mgr.; Clayton Dickey, pub. rel. mgr. **Det. Rep.**—W. J. Truettner, Fisher bldg. **Adv. Agcy.** — MacManus, John & Adams, Bloomfield Hills, Mich. William Bachman, acct. exec.

DOW CORNING CORP., Midland, Mich. Silicone rubber silaskic, adhesives, compounds, defoamers, dielectrics, fluids, foaming powders, greases, leather tannage, mold release agents, molding compounds, polishing agents, resins, textile finishes, varnishes and water repellents; organo-silicon chemicals. Dr. W. R. Collings, pres.; Dr. S. L. Bass, vice-pres.; O. D. Blessing, vice-pres., sales mgr.; Dr. E. C. Britton, secy.; C. D. LaFollette, treas.; H. N. Fenn, prod. mgr.; Dr. M. J. Hunter, research dir.; L. S. Putnam, adv. mgr.; R. W. Caldwell, chief engr.; D. R. Coultrip, mgr. pur.; F. Cleverdon, traf. mgr. **Adv. Agcy.**—Anderson and Cairns, Inc., East 59th st., New York City (textile finishes). Church and Guisewite Adv., Inc., McDonald st., Midland, Mich. (Sight Savers), silicones for industry.

DOW FURNACE CO., 12045 Woodbine ave., Detroit 39, Mich. Manufacturers of mechanized batch type controlled atmosphere heat treating furnaces, tempering furnaces and wash machines. D. B. Hofmann, pres. and treas.; L. Cosner, exec. vice-pres. and gen. mgr.; D. L. Wertz, vice-pres., sales; F. E. Harris, vice-pres., engrg.; J. J. Marshall, secy.; E. J. Balluff, asst. secy.; Alan T. Holman, metallurgist; James N. Erie jr., sales mgr.; R. McCall, chief engr. and mfg. mgr.; H. G. Wille, serv. and installation mgr. **Adv. Agcy.**—F. B. Hubert Advertising Counselors, Detroit 11, Mich. F. B. Hubert, acct. exec.

DOYLE VACUUM CLEANER CO., 225 Stevens st., S. W., Grand Rapids 2, Mich. Automotive vacuum cleaners. Dewey I. Doyle sr., pres.; Dewey I. Doyle jr., vice-pres., gen. sales mgr.; Walter B. Fitzgerald, field sales mgr.; Gordon H. Platts, sales prom. mgr.; B. I. Braunschneider, pur. agt. **Adv. Agcy.** —Jaqua Co., Grand Rapids, Mich. G. D. Richter, acct. exec.

DRAW-TITE CO., 14857 Martinsville, Belleville, Mich. Custom built trailer hitches, cam tension trailer couplers. Wm. A. Whichello, pres., gen. mgr.; Harlan Whichello, works mgr.; R. E. Bohner, sales mgr. **Adv. Agcy.** — St. Claire, Detroit, Mich.

DREW & CO., INC., E. F., 15 E. 26th st., New York 10. Cooling system cleanser, cooling system stop leak, rust inhibitor and water pump lubricant, liquid and powder car washing compounds, grease removers for soak tank or spray washing, internal and external engine cleaners and decarbonizers, hydraulic brake fluids, rubber lubricants, steam cleaning compounds, floor cleaners, alkaline soak tank cleaners, paint strippers, paint spray booth compounds, electrolytic cleaners. Ernest F. Drew, pres.; Robert Dadd, treas.; John Haugen, asst. treas.; S. J. Loewenstein, secy.; G. W. Schaible, prod. mgr.; S. H. Fellows, pur. agt.; C. A. Christoffersen, traf. mgr.; R. T. Behrman, dir. of sales. **Det. Rep.** — A. M. Grant, Hotel Tuller, Detroit.

DRI-RITE CO., THE, 100 W. Chicago ave., Chicago 10, Ill. Water, oil and grease absorbents. Wm. H. Kane, pres.; I. A. Kane, vice-pres.; Theodore N. Perry, secy.

DRUGE BROTHERS MANUFACTURING CO., 888 92nd ave., Oakland 3, Calif. Air gauges, radiator fillers, blow guns, brake fluid pumps, quick couplers, hand gauges. Dan O. Druge, pres.; Scott D. Kellogg, vice-pres.; H. W. Kirkland, asst. secy.; Milan T. Fell, asst. Gen. mgr.

DRY CLIME LAMP CORP., Greensburg, Ind. Infrared paint baking equipment. M. N. Kanouse, pres.; L. E. Kanouse, vice-pres. **Adv. Agcy.**—Tevie Jacobs Advertising. Morris Plan bldg., Indianapolis.

DRYDEN RUBBER DIV., Sheller Mfg. Corp., 1014 S. Kildare ave., Chicago 24, Ill. Molded and extruded mechanical goods, sponge rubber goods, rubber and metal adhesion goods, hard rubber goods, molded and extruded plastic goods, dipped rubber and plastic Polyurethane foam goods. O. G. Vinnedge, vice-pres., gen. mgr.; M. J. Kalis, Chicago, sales mgr.; P. E. Young, chief engr.; J. Groot, pur. agt. **Det. Rep.** — H. C. Sommer, sales mgr.; H. P. Bemis, D. F. Canham and A. C. Spierling, 8-158 General Motors bldg.

DU MONT LABORATORIES, ALLEN B., INC., 760 Bloomfield ave., Clifton, N. J. Type 901 engine analyzer and accessories. D. T. Schultz, pres.; Neil Uptegrove, adv. mgr.; S. T. McCormick, asst.; J. H. Ruiter, adv. and sales prom. mgr.; F. W. Scharpwinkel, serv. mgr.; A. J. Talamini, chief engr.; C. P. Martin, pur. agt.; E. E. Ecklund, parts and acc. mgr.; A. Katz, traffic mgr.; B. Bowker, pub. rel. mgr.

DUNLOP TIRE & RUBBER CORP., Buffalo 5, N. Y. Tires and tubes for automobiles, buses, trucks, farm vehicles and aircraft batteries, latex foam products. G. H. Crawford, pres.; L. D. Hartford, vice-pres., chge. merch.; R. C. V. Mackenzie, vice-pres., chge. sales oper.; H. E. Elden, vice-pres., mfg., research & develop., Vincent Richards, vice-pres., spts. div.; H. F. Van Valkenburgh, vice-pres., pur.; D. G. Wager, comptr.; J. F. McCann, secy.; R. Burgoyne, asst. vice-pres., mfg.; W. W. Lehto, sales mgr. (latex foam prod.); L. Hill, sales mgr. (tires); F. T. Windsor, mgr., Petroleum Marketer sales; R. H. Williams, mgr. Aviation div.; R. E. Kinnen, mgr., adv. and sales prom.; C. S. McChesney, chief engr.; U. C. Fischer, traf. mgr. **Adv. Agcy.**—Landsheft & Barber, Inc., Liberty Bank bldg., Buffalo, N. Y.

DUPLI-COLOR PRODUCTS CO., INC., 2440 S. Michigan ave., Chicago 16, Ill. Automotive and household touch-up, Dupli-Color pigmented car polish, Dupli-Color touch-up spray gun, spark plug compressor and tire pump, Dupli-Color air sander, krome-fix, carfix, scratch-master magic brush touch-up, Dupli-Color spray enamel. Sigmund E. Edelstone, pres.; W. V. Dunlop, exec. vice-pres. and gen. sales mgr. **Det. Rep.**—Grantello Sales Co., 18501 Detroit ave., Cleveland, O. **Adv. Agcy.**—Robert Race, Associates, Chicago, Ill.

DU PONT CO., INC., G. B., 5081 Deinmore rd., Birmingham, Mich. Self tapping screws, sheet metal screws, bolts, special cold headed products; Clevis, dowel and hinge pins; bumper bolts, rivets, studs and metal stampings. George B. Dupont, pres., gen. mgr.; Alfred Fosmoen, vice-pres.; Richard Reynolds, secy.; Ward R. Bildson, treas., pur. agt.; W. R. Bildson, sales mgr.; Chas. A. Williams, traf. mgr. **Det. Rep.** —C. H. Mercill, 6432 Cass ave., Detroit 2, Mich.

DU PONT DE NEMOURS & CO. (INC.), E. I. Fabrics div., 10th and market sts., Wilmington 98, Del. "Fabrilite" supported vinyl upholstery, duPont industrial coated fabrics. G. T. Vaala, dir. of sales; Frank R. Price, adv. and sales prom. mgr.; Norman A. Lynn, asst. **Det. Rep.**—John W. Richardson, Room 5-238 General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, 383 Madison ave., New York 17, N. Y. Richard R. Swyers, acct. exec.

DU PONT DE NEMOURS & CO., E. I., INC., Finishes Div., Wilmington 98, Del. Lacquers, enamels, a complete line of finishes for use by automotive manufacturers and refinishers. Crawford H. Greene-

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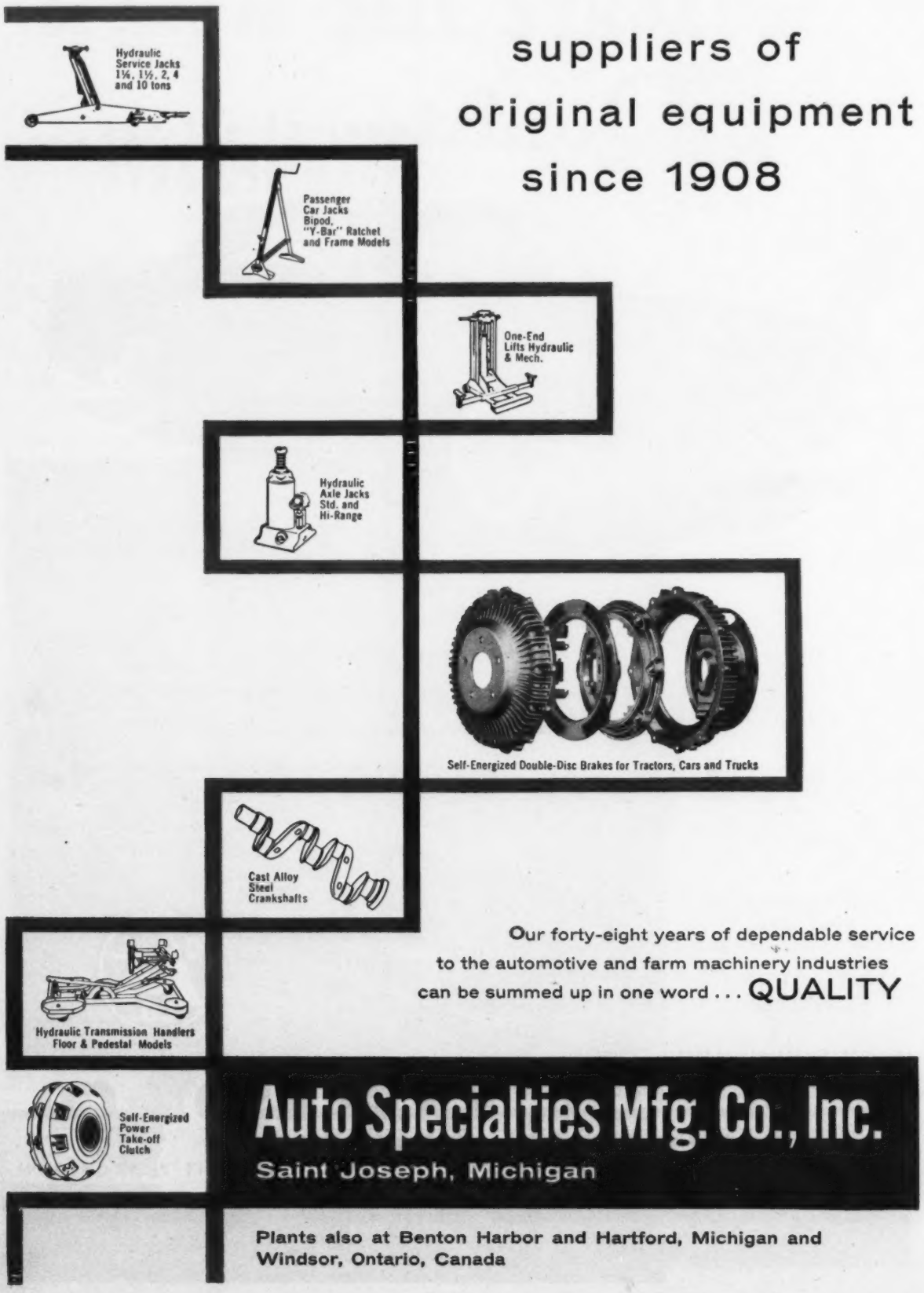

Who's Who in the Auto Industry

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walt, pres.; E. S. Nickerson, gen mgr. fabrics and finishes dept.; J. B. Dietz, dir. of sales (finishes div.); R. R. Allen, sales mgr. (refinish sales); L. M. Davis, adv. and prom. mgr. **Det. Rep.**—R. C. Williams (sales mgr. Auto Mfrs. Sales), General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York 17, N. Y. Walter K. Manss, acct. exec.

DUPONT DE NEMOURS & CO., E. I., INC., Polychemicals Dept., Wilmington 98, Del. Plants at Arlington, N. J.; Washington, W. Va.; Belle, W. Va.; Victoria, Tex., and Orange, Tex. "Lucite" acrylic resin, "Zytel" nylon resin, "Alathon" polyethylene resin, "Teflon" tetra-flourethylene resin, "Butacite" polyvinyl butyral, resin safety-glass interlayer, "Zerone" and "Zerex" antifreeze. R. L. Hershey, gen. mgr.; E. F. Schumacher, dir. sales; J. C. Sack, mgr. sales prom. E. S. Latimore, adv. mgr.; **Det. Rep.** — E. F. Widlund, 13000 W. 7 Mile rd., Detroit 35, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York 17, N. Y. Herbert B. West, acct. exec.

DURA-BOND, INC., 1355 N. Main st., Ann Arbor, Mich. Custom and volume brake shoe bonding for brake lining manufacturers, adhesives, "Shoe-Prep" and equipment. Robert Langford, pres.; George Langford, treas.

DURACLEAN CO., Duraclean bldg., Deerfield, Ill. Auto upholstery cleaning equipment and supplies. I. H. Marshall, chm.; I. H. Marshall jr., pres.; R. R. Roberts, adv. mgr.; R. E. Ferrel, serv. mgr.; G. Mauk, p. r. dir.; L. J. Gultch,, new dealer dir. **Adv. Agcy.**—Western Adv. Agency, Racine, Wis.

DURAVAN DIV., Universal Sales Inc., Delaware, O. All-steel bodies, house-to-house and parcel delivery for Dodge chassis. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; Harry Humes, secy. and treas. **Adv. Agcy.** — Howard Swink Advertising Agency, Inc., Marion, O. Paul Kohler, acct. exec.

DUREZ PLASTICS DIV., Hooker Electrochemical Co., 1935 Walck rd., North Tonawanda, N. Y. Phenolic molding compounds and resins. A. W. Hanmer jr., vice-pres. in chge. of sales; Edward W. Mathias, treas.; Walter H. Prahl, vice-pres. in chge. research and development; Robert E. Dodd, sales mgr., resins div.; Frank C. Rowley, sales mgr. Molding Compounds Div.; Clark R. Simmons, adv. mgr.; Charles W. Selover, pur. agt.; Max Rein, traf. mgr. **Det. Rep.**—K. J. Fuoco, 503 Stephenson bldg., Detroit 2. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y. John B. Morton, acct. exec.

DURKEE-ATWOOD CO., 215 N. E. 7th st., Minneapolis 13, Minn. Fan, FHP and industrial belts, radiator hose, sponge rubber stripping, molded auto door and trunk gasket, inner tubes, frost shields, automotive chemicals, friction and rubber tape. H. C. Atwood, chmn. of bd.; E. P. Atwood, pres., treas.; A. J. Traun, vice-pres. and mgr. of special sales; C. F. Walz, vice-pres. and chief engr.; R. M. Spilman, vice-pres. and mgr. ind. sales; D. F. Pratt, legal counsel; D. F. McConnon, secy.; R. W. Atwood, mgr. jobber sales; K. Van Auken, traf. mgr.; W. K. Freed, pur. agt.; G. C. Brown, chief chemist. **Det. Rep.** — W. F. De Longe, 14225 Schaefer rd., Detroit, Mich. **Adv. Agcy.**—Walker Advertising, Minneapolis, Minn. Harold Walker, acct. exec.

DURO METAL PRODUCTS CO., 2649 N. Kildare ave., Chicago 39, Ill. Mechanics' hand tools. W. H. Odlum, pres.; Martin Tveter, vice-pres. and gen. mgr.; S. Bishop, wks. mgr.; R. E. Behlen, sales mgr.; Karl Paine, chief engr.; W. Witonski, pur. agt. **Det. Rep.** — H. Kitchen, Richmond, Ind. **Adv. Agcy.** — Irving J. Rosenblum, Chicago, Ill. Irving J. Rosenblum, acct. exec.

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EAGLE-OTTAWA LEATHER CO., Grand Haven, Mich. Upholstering leather. Julian B. Hatton, jr., pres. and gen. mgr.; E. K. Ellis, sales mgr.; Milton E. Burr, asst. sales; E. O. Harbeck, secy., pur. agt.; Charles Mulder, traf. mgr. **Det. Rep.**—Eagle-Ottawa Leather Co., 1220 S. Woodward ave., Royal Oak, Mich. J. T. Annas, mgr.

EAGLE-PICHER CO., THE, American bldg., Cincinnati 1, O. Compounds; floor degreasing and cleaning; molded and extruded rubber products (Ohio Rubber div.); fiber glass (sheet, strip, etc.); plastic fabricators and finishers; plastic high pressure laminators; plastic, polyester (resin); silicones. T. Spencer Shore, pres.; Wm. R. Dice, vice-pres.; Richard Serviss, secy.; Carl A. Geist, treas.; E. L. Gonedy, adv. mgr.; W. F. McCarthy, asst.; Earl Cannon, pur. agt.; A. L. Kreamelmeyer, traf. mgr. **Adv. Agcy.**—Ralph H. Jones Co., Cincinnati, O. R. M. Geis, acct. exec.

EASTMAN CHEMICAL PRODUCTS, INC., Kingsport, Tenn. Tenite Acetate plastic, Butyrate plastic and Polyethylene plastic for injection molding and extrusion. James C. White, chm. bd.; William S. Vaughn, pres.; M. K. Robinson, secy.; R. L. White, treas.; S. E. Palmer, vice-pres. (plastics); D. C. Williams, sales mgr.; Dennis C. Guthrie, adv. mgr. **Det. Rep.** — John G. Slater, Eastman Chemical Products, Inc. 904-5 Stephenson bldg., Detroit 2. **Adv. Agcy.** — Fred Wittner Advertising, New York, N. Y. Charles Kopf, acct. exec.

EASY GLITTER WAX CO., 2616 Tamarind ave., West Palm Beach, Fla. Car wax, wash, cleaner and leather conditioner. Hal Fulenwider jr., pres., adv. mgr. and pub. rel. mgr.; J. D. Koonce, vice-pres., sales mgr.; Vera Rupp, secy.; Marion K. Fulenwider, vice-pres. and treas.; Joseph P. Trupia, gen. mgr.; Fred Reed, wks. mgr. and chief engr.; William B. Smith, asst. sales mgr.; Steve W. Hicks, sales serv. mgr.; **Adv. Agcy.** — Palm Beach Advertising Co., Palm Beach, Fla. Hal Fulenwider jr., acct. exec.

EATON MANUFACTURING CO., 739 E. 140th st., Cleveland 10, O. General office personnel: C. I. Ochs, chmn. of bd.; H. J. McGinn, pres.; R. H. Daisley, vice-pres.-administrative; F. H. Mott, vice-pres.-administrative (Detroit); M. P. Winther, vice-pres., engrg.; R. E. Fisher, vice-pres., sales; R. Inglis, vice-pres., general counsel; Geo. W. Veale, vice-pres.; H. S. Ide jr., vice-pres., treas.; Logan Monroe, vice-pres., contr.; R. G. Hengst, secy.; H. A. Williams, dir. of pur.; R. H. Gale, dir. of adv.

Adv. Agcy.—Erwin & Wasey & Co., Inc., New York (nat.). A. H. Laurence, acct. exec.; Clark & Bobertz, Inc., Detroit (trade paper), L. A. Clark, acct. exec.; J. H. Maish Co., Marion, O. (Reliance Div), Gordon Bruun, acct. exec.

Aircraft Div., Battle Creek, Mich.: Jet engine blades. J. F. Romans, gen. mgr.; M. D. Archangeli, gen. sales mgr. (Detroit); H. M. Reigner, sales mgr.; J. C. Sprague, product engrg. mgr.; R. G. Stevens, plant pur. agt.

Axle div., Cleveland, O.: Truck axles—steering front; rear-single and double reduction, 2-speed and tandem; electric, vacuum and air shift controls. R. C. Ochs, mgr.; Stewart Walls, factory mgr.; H. D. Mixer, sales mgr.; B. M. Burns, serv. mgr.; J. R. Bartholomew, chief engr.; O. O. McKibben, plant pur. agt. **Det. Rep.** — W. M. Kelly, R. K. Nelson, 18001 James Couzens hwy., Detroit 35, Mich.

Dynamatic div., Kenosha, Wis.: Adjustospede drives, liquid-cooled couplings, air-cooled couplings, dynamometers, liquid-cooled brakes, air-cooled brakes, press drives. F. L. Hopf, gen. mgr.; E. H. Fredrick, asst. gen. mgr.; G. E. Walk, sales mgr.; H. P. Lundskow, dir. of engrg.; W. F. King, chief engr.; B. J. Ketchum, plant pur. agt.

Foundry div., Vassar, Mich.: Permanent-mold gray iron castings. P. W. Olson, gen. mgr.; E. V. Neeh, sales mgr. (Detroit); H. U. McClelland, chief engr.; W. R. Peterhans, plant pur. agt.

Heater div. Cleveland, O.: Automobile and truck heaters and defroster units, automotive air conditioning units; magnetic clutch for automotive air conditioning. W. A. Mattle, gen. mgr.; R. F. Gamundi, asst. gen. mgr.; W. A. Paterson, sales mgr. (Detroit); H. Charles Simons, chief engr.; E. W. Forster, plant pur. agt.

Marion Forge div., Marion, O.: Automotive forgings. S. H. Wood, plant mgr.; R. E. Pierce, chief engr.; C. D. Barnes, plant pur. agt.

Powdered Metals div., Coldwater, Mich.; Powdered metal tools for machining. R. L. Pettibone, gen. mgr.; W. J. Ruth, plant pur. agt.

Pump div., Marshall, Mich.; Rotary pumps. W. R. Eames, gen. mgr.; R. H. Berge, plant mgr.; C. R. Palmer, plant pur. agt.; R. L. Harkonen, administrative engr. (Detroit); L. A. Selin, sales mgr. (Detroit).

Reliance div., Massillon, O.: Spring lockwashers, Springtites, snap rings, Keps, cold-drawn steel wire, thread-cutting screws, hose clamps. E. D. Cowlin, gen. mgr.; C. A. Sellen, asst. gen. mgr.; R. B. Little, sales mgr.; C. O. Gainey, plant pur. agt.; **Det. Rep.**—L. E. Brown, 18451 Jas. Couzens Hwy., Detroit 35, Mich.

Saginaw div., Saginaw, Mich.: Hydraulic valve lifters, tappets, valve seat inserts. H. F. Russell, gen. mgr.; M. D. Archangeli, asst. gen. mgr. (Detroit); J. S. Kerr, sales mgr.; H. V. Ayres, chief engr. (Detroit); L. A. Jahn, chief engr.; V. L. Larsen, plant pur. agt.

Spring div., Detroit, Mich.: Chassis leaf springs, coil springs (hot coiled & cold formed). F. I. Goodrich, gen. mgr.; H. H. Clark, asst. gen. mgr., coil springs; M. C. Turkish, chief engr., coil springs; E. H. Lindeman, asst. gen. mgr., leaf springs; B. H. Blair, chief engr., leaf springs; L. A. Kruger, plant pur. agt.

Stamping div., Cleveland, O.: Gas tank caps and necks, pressure radiator and hub caps, bumper guards, grills and chrome trim parts. E. M. deWindt, gen. mgr.; A. D. Schultz, chief engr.; W. G. Smith, plant pur. agt. **Det. Rep.**—D. R. Burton, sales mgr., 18001 James Couzens hwy., Detroit 35, Mich.

Valve div., Battle Creek, Lawton, Mich.: Sodium-cooled and engine poppet valves, Free valves. H. I. Dyer, gen. mgr.; J. R. Stearns, sales mgr. (Detroit); V. C. Young, chief engr. (Detroit); J. B. Smith, plant pur. agt.

Central Research div., South Euclid, O.: A. S. Gill, jr., mgr.; Wm. Park, plant pur. agt.

Detroit Engineering Laboratory, Detroit, Mich.: Sydney Oldberg, dir. of automotive research.

Eaton Automotive Products, Ltd., London, Ont., Canada: Engine valve tappets, spring lockwashers, springtites, sems, screw and washer assemblies, automotive heating-ventilating systems, A. C. Pullen, vice-pres. & gen. mgr.; L. R. McCallum, vice-pres., sales; C. W. Cornwall, plant pur. agt.

Fredric Flader, Inc., North Tonawanda, N. Y., Toledo, Ohio. Research and development in gas turbine, air and gas compressor and expander fields; manufacturer of aircraft instruments, controls and electronic devices. Fredric Flader, pres. & gen. mgr.; Fred Sargingson, chief engr.; W. J. Shurgot, plant pur. agt.

Spring Perch Co., Inc., Lackawanna, N. Y.: Motor truck leaf springs, automobile chassis springs, spring steel stampings. J. E. Fawcett, resident manager; C. W. Bartlett, chief engr.; E. C. Ehlers, plant pur. agt.

ECHLIN MFG. CO., 220 East St., New Haven 5, Conn. Automotive electrical parts. J. E. Echlin, pres., gen. mgr.; E. J. Sambrook, vice-pres., wks. mgr.; Margaret Sundgaard, secy.; H. M. Leonard, treas.; C. E. Lillie, sales prom. mgr.; A. E. Moeller, asst. sales mgr.; A. H. Brereton, pur. agt. **Det. Rep.** — A. T. Thorn, 14885 Kentfield ave. **Adv. Agcy.** Humbert & Jones, New York, N. Y.

ECONOMY ELECTRIC LANTERN CO., INC., 810 N. 6th ave., Sturgeon Bay, Wis. Flashing lantern, twin beam lantern, sealed beam lantern (all dry cell operated). Wiley P. Montgomery, pres.; Carl F. Brown, pur. agt. **Det. Rep.**—Ken Lowery Co., 3858 Brookside rd., Toledo, O. **Adv. Agcy.**—John B. Morrissey Co.,

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Your Profits UP FRONT Depend on the Mechanics OUT BACK

The speed and quality of your mechanics' work depends on the tools they use. Here's where your *Snap-on** man can help make the service shop contribute a bigger share of your total income.

FIRST, *Snap-on* furnishes a complete line of *modern* hand tools — including the very latest in automatic transmission adjusting tools, carburetor tools, special cylinder head wrenches — tools your mechanics must have to service today's complicated cars and trucks.

SECOND, *Snap-on* provides a full range of shop equipment including valve refacers, valve seat grinders, pullers, wheel alignment and balancing units, hydraulic body repair sets — precision equipment you need to get your share in today's highly competitive market.

THIRD, Service with a capital *S* is a *Snap-on* byword. Because of the *Snap-on* man's regular, frequent calls, mechanics depend on him. Time after time he comes in right when a mechanic needs him most — perhaps for a "special," such as a camshaft, tappet or brake tool; possibly for the "regulars" — wrenches, sockets, screw drivers and the like. Whatever the need, *Snap-on* calls save the mechanics' time — and *your* money.

FOURTH, with *Snap-on's* deferred payment plan, mechanics can earn with their tools while they pay. Shop owners can add profit-building shop equipment with a minimum down payment. Your *Snap-on* man will be glad to furnish details.

SNAP-ON TOOLS CORPORATION

8082-D 28th Avenue • Kenosha, Wisconsin

*Snap-on is the trademark of Snap-on Tools Corporation.

Who's Who in the Auto Industry

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Chicago, Ill. John B. Morrissey, acct. exec.

EDELMANN & CO., E., 2332 Logan blvd., Chicago 47, Ill. Hydrometers, battery fillers, servicers, ignition timing lights, battery service kits, brass fittings, tools, jobbers and dealers brass fitting assortments, flexible lines, cooling system analyzers, etc. R. Edelmann, pres.; J. Swift, works mgr.; K. R. Reifenberg, vice-pres.; D. M. Hanson, gen. sales mgr.; H. J. Lutz, pur. agt.; Martin Roth, traf. mgr. **Adv. Agcy.** — Burlingame-Grossman, Chicago, Ill.

EDWARDS IRON WORKS, INC., 2901 So. Main st., South Bend 23, Ind. Truck trailers, truck bodies and truck equipment. J. E. Beaudway, pres.; E. A. Sommer, vice-pres.; Wade Leslie, chge. of mgr.; B. Carnick, trailer mfg.; Frank Kovatch, serv. mgr.; G. M. Stephens, parts and acct. mgr.; B. Davis, chief engr.; C. J. May, traf. mgr. **Adv. Agcy.** — Lincoln J. Carter Adv. Agency, 40 Sheriand bldg., South Bend, Ind. L. J. Carter, acct. exec.

EINSON FREEMAN CO., INC., Starr and Borden aves., Long Island City 1, N. Y. Window and instore displays of cardboard, vacuum formed plastic, etc., with or without light and motion for automotive and other manufacturers. N. J. Leigh, chmn., bd. of dir.; L. J. Engel, chmn., exec. comm.; Albert Hallparn, pres.; Helen Gorin, secy. and treas.; A. H. Schmitz, vice-pres. in chge. production; Gurdon Simmons, adv. sales prom., and pub. rel. mgr.; Hy Bloom, Fair Lawn, N. J., pur. agt. **Det. Rep.**—J. J. Wilber, 2075 Penobscot bldg. **Adv. Agcy.**—L. E. McGivena & Co., New York, N.Y.

EIS AUTOMOTIVE CORP., N. Main st., Middletown, Conn. Hydraulic brake parts, hydraulic brake fluid, hydraulic brake master cylinders, hydraulic brake wheel cylinders, brake cables, brake tools. E. I. Schwarz, pres.; J. W. Gilfix, treas.; M. L. Schwarz, vice-pres.; B.M.S., secy.; Ross Chastain, sales mgr. **Adv. Agcy.**—Furman Co., Inc., New York City.

ELASTIC STOP NUT CORP. OF AMERICA, 2330 Vauxhall rd., Union, N. J. Self-locking nuts. W. F. McGuinness, pres.; F. A. Hofmann, vice-pres.; A. G. Prangley, vice-pres., secy.; G. J. Oberst, treas.; D. E. Lally, gen. sales mgr.; D. B. Sorenson, asst. sales mgr.; Bruce F. Linck, sales prom. mgr.; E. F. Howell, pur. agt. **Det. Rep.**—Walter H. Riley, 522 New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—G. M. Basford Co., New York 17, N. Y. Sam Nuspliger, acct. exec.

ELCO LUBRICANT CORP., Cleveland 9, O. Gear lubricants and lubricant additives. J. E. Reagan, pres.; J. V. Whitbeck, vice-pres.; Wm. Cox jr., vice-pres.; H. W. Niemeier, secy. and treas.; George Hoffman, tech. dir.; F. X. Bieloff, sales mgr. **Det. Rep.**—W. J. Allard, 415 Fisher bldg., Detroit 2.

ELECTRA MFG. CO., 4051 Broadway, Kansas City, Mo. Voltage regulators, generator cut-outs, headlight and horn relays, starter switches, dimmer switches, battery chargers, sealed snap action switches. Gordon Groth, pres.; R. I. Seymour, vice-pres.; V. A. Woodell, vice-pres. prod.; Rupert Jarboe, vice-pres. engrg.; F. R. Jones, pur. agt. **Adv. Agcy.**—Valentine Radford, Kansas City, Mo. James Jones, acct. exec.

ELECTRIC AUTO-LITE CO., Toledo 1, O. Batteries, bumpers, castings (gray iron), die castings (aluminum base and zinc base), fuel pumps, generators, governors, horns, hub caps, distributors, ignition coils, instruments and gauges, automotive lighting, metals (deep-drawn, rolled and formed), plastics, plastic and metal combinations, regulators, relays, spark plugs, starting motors, switches, windshield wipers, wire and cable, wiring assemblies, magnet wire, nameplates, pump motors, traction motors, industrial thermometers, stop-lite switches, window lifts, top-lift motors, seat adjuster mechanisms. J. P. Falvey, pres.; H. E. Hasemeyer, vice-pres. in chge. of prod.; J. B. Fenner, vice-pres., compt.; C. M. Adams, Harry G. Call, J. A. Cappi, F. H. Drummond, T. W. Flood, R. D. Kelly, C. L. Lancaster, J. H. Lambrix, L. H. Middleton, J. R. Padesky, R. Twells, L. A. Wine, G. A. Kessel, vice-presidents; I. O. Goodnight, treas.; F. J. Kennedy, vice-pres., secy.; D. B. Seem, vice-pres. and dir. of adv.; R. H. Bayer, asst. compt. and secy.; C. W. Meyer, asst. treas.; W. E. Blank, vice-pres. in chge. of all replacement sales; D. J. Holmes, traf. mgr. **Det. Off.**—New Center Bldg. **Adv. Agcy.**—Grant Advertising, Det., Mich., Gordon Miller, Joseph Wilson, acct. execs.

ELECTRIC AUTO-LITE CO., THE, Wire and Cable Div., 3529 24th st., Port Huron, Mich. Magnet, battery and high tension cables, primary and aircraft wire, wiring harnesses. Toledo Office, J. P. Falvey, pres.; T. W. Flood, vice-pres.; F. J. Kennedy, secy.; I. O. Goodnight, treas.; D. B. Seem, adv. mgr., Port Huron Office; W. W. Kesteloot, works mgr.; D. M. Skirving, sales mgr.; K. L. Gackel, asst. sales.; F. H. Wetzel, chief engr.; M. O. Martin, pur. agt. and traf. mgr. **Adv. Agcy.** — Grant Advertising, Inc., 2900 Guardian bldg.

ELECTRIC SPRAYIT DIV. OF THOMAS INDUSTRIES, INC., 410 South Third st., Louisville 2, Ky. Plant at Sheboygen, Wisc. Air compressors, portable paint sprayers. Lee B. Thomas, pres.; E. A. Eklund, secy.; Frank Doyle, treas.; L. V. Martikonis, adv. mgr.; J. L. Parentice, gen. sales mgr.; Henry Holmer, chief engr.; John Burress, pur. agt.; Charles Troxell, plant mgr. **Adv. Agcy.**—Wm. Hart Adler, Inc., 919 No. Michigan ave., Chicago, Ill. Al Stone, acct. exec.

ELECTRIC STORAGE BATTERY CO., THE, 42 South 15th st., Philadelphia 2, Pa. Storage batteries for all types of automotive equipment and aircraft. C. F. Norberg, pres.; L. E. Lighton, vice-pres. and dir. of research; K. W. Green, dir. of pur. Automotive Div., The Electric Storage Battery Co., 246-286 E. 131st st., Cleveland 1, O. D. N. Smith, vice-pres. and gen. mgr.; R. L. Sommerville, gen. sales mgr.; J. P. Casserly, sales mgr.; **Det. Reps.**—William Duncan, 8051 W. Chicago blvd.; L. P. McCarthy, 2842 W. Grand blvd.; **Chicago Rep.** — J. W. Tierney, 5335 S. Western blvd.; **Los Angeles Rep.** — E. M. Sionaker, 5700 E. Olymic blvd. F. J. Port, dir. of engrg.; C. H. Endress, chief engr.; D. A. Campbell, pur. agt.; R. M. Stadick, gen. traffic mgr.

ELECTRO PRODUCTS CO., 445 East 189th st., New York 58, N. Y. Complete line of automotive test equipment. Exhaust gas analyzers, mileage testers, tachometers. Testers for batteries, coils, condensers, distributors, generators, regulators, resistors, starter motors, etc. A. J. Fiorio, gen. mgr.; J. Foggan, serv. mgr.; M. Crisci, prod. mgr.

ELGIN MACHINE WORKS, INC., 412 No. State, Elgin, Ill. Automotive replacement parts. Martin Skok sr., pres. and gen. mgr.; Martin Skok jr., vice-pres.; Frances Skok, secy.; Frieda Burren, treas. **Adv. Agcy.**—Wayne Rogers, 57 E. Jackson blvd., Chicago, Ill.

ELKHART WELDING & BOILER WORKS, INC., 2132 S. Main st., Elkhart, Ind. House trailer chassis and boltfast hitches. A. M. Bock, pres. and gen. mgr.; G. L. Bock, vice-pres.; Virginia J. Bock, secy.; Wallace B. Bock, wks. mgr.

ELLENBORO MILLS, Div. Mass. Mohair Plush Co., Inc. (Branch of Neisler Mills), Ellenboro, N. C. Automotive seat cover fabric. W. M. Ford, vice-pres.; T. A. Roberts, gen. mgr.; W. F. McKee, asst. treas.; W. Harmon, works mgr.; H. Davidson, traf. mgr. **Adv. Agcy.**—DuFine Kaufman, Inc., New York, N. Y. Sales Offices: Ellenboro Mills, Ellenboro, N. C.; 666 Lake Shore dr., Chicago, Ill.; 1041 N. McCadden pl., Los Angeles, Calif.

ELLIS CO., THE, 7751 E. Forest, Detroit, Mich. "Unicut" tire regrooving machine. J. H. Ellis, pres., sales mgr.; Wilbur Rollet, mgr.; **Det. Rep.**—J. H. Ellis, 7751 E. Forest

ELLIS MILLS, INC., A. D., Monson, Mass. Upholstery fabrics, wool broadcloths. Bedford cords. D. W. Ellis, pres.; W. H. Hodgman, vice-pres. and gen. sales mgr.; L. S. Farr, secy.; D. W. Ellis jr., treas. **Det. Rep.**—L. J. Colby, 710 Fisher bldg.

EMEROL MANUFACTURING CO., INC., 242 West 69th st., New York 23. Lubricants. B. N. Pierce, pres.; W. C. Pierce, asst. gen. mgr. **Mich. Rep.**—Ward A. Pifer, 405 Riley st., Lansing 10. **Adv. Agcy.**—Hilton & Riggio, Inc., 4 West 58 st., New York, N. Y. Joe Quin jr., acct. exec.

EMESS TOOL & CHEMICAL CORP., 11 Warren st., New York 7, N. Y. Metal spray gun, cold tinning mercury paste, solvent. Morris M. Savedoff, pres.

EMKAY, INC., 6850 Cottage Grove, Chicago 37, Ill. Automobile leasing. Michael Braude, pres.; Paul Hartrich, secy., treas. and gen. mgr.; Jos. MacCaughtry, vice-pres. chge of sales; Ben Geller, vice-pres. chge. of automobile purchases and sales.

EMPIRE PRODUCTS CO., 13165 Prospect st., Dearborn 2, Mich. Shaft manufacturing—spline, shoulder, step, threaded, etc.; automatic turning and grinding. Norman R. Kilgour, pres. and gen. mgr.; I. Gruskin, vice-pres.; Lawrence Schwarta, secy.; Walter Hannaum, treas.

ENGINE ACCESSORIES MFG. C., 5801 E. Beverly blvd., Los Angeles 22, Calif. Triple-fire spark plugs, slip-on chrome nut covers, fuel pressure regulator, gane air-flow needles, octa-gane water injector, improved lifetime bronze filters, brakekote. Ernest J. Newhouse, pres.; Don F. Forrester, gen. mgr.; Bobbie Boyle, secy.; Jewel Ward, treas.; John Merlino, plant mgr.; Walter Wall, works mgr.; John Beach, sales mgr.; Howard Rodgers, parts and acces. mgr. **Det. Rep.** — Gene Lemke Sales Co., 484 Fordham pkwy., Bay Village, O. **Adv. Agcy.** — Vanderboom & McNaughton, Inc., Los Angeles.

ENGINEERING DIV., CHRYSLER CORP., 12800 Oakland ave., P. O. Box 1118, Detroit 31, Mich. Complete engineering service (including design and testing of all Chrysler Corp. automotive products). James C. Zeder, chmn., and vice-pres., Chrysler Corp., pres. Chrysler Institute of Engineering; P. C. Ackerman, dir. of engrg.; C. B. Doty, exec. engr., body engrg.; H. E. Chesebrough, exec. engr., prod. planning and programming; V. M. Exner, dir. of styling; G. J. Huebner jr., exec. engr., research; E. P. Lamb, exec. engr., admin.; A. G. Loofbourrow, exec. engr., chassis, electrical & truck; K. Pfeiffer, exec. engr., laboratories & vehicle testing; H. B. Steding, exec. engr., management planning; L. R. Baker, dir. of Chrysler Institute of Engineering, W. J. Tate, compt.

ENGLER INSTRUMENT CO., 250 Culver ave., Jersey City 5, N. J. Hubodometer, AC hour log, DC hour log, industrial travel log, automotive travel log, wink counter. Howard G. Engler, pres.; Clifford E. Engler, vice-pres. **Adv. Agcy.**—Joseph S. Vogel & Co., Newark, N. J.

ENJAY COMPANY, INC., 15 West 51st st., New York 19, N. Y. Butyl rubber that can be used in over 100 places in the construction of automobiles. Combines high resistance to aging, abrasion, tear, chipping or cracking, ozone or corona, chemicals and gases, heat, cold, sunlight, and moisture. O. V. Tracy, pres.; A. B. Boehm, vice-pres., sales mgr.; W. H. Peterson, asst. sales. **Det. Rep.**—T. Curry Jones, 11 South Portage Path, Akron 3, O. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y. G. L. Williams, acct. exec.

EQUIPMENT MANUFACTURING, INC., 21550 Hoover rd., Detroit 5, Mich. Racks—stacking type, metal fabricating, material handling equipment, railroad shipping car equipment. E. A. Skae, pres.; L. G. Burgess, secy.; F. B. Hilliger, sales mgr.; A. J. Nagy, adv. mgr.; R. Wroblewski, chief engr.; T. A. Adams, pur. agt.; L. A. Scherer, traf. mgr. **Adv. Agcy.**—Denman and Baker, Inc., 1012 Buhl bldg., Detroit, Mich.

EQUIPTO DIV., Aurora Equipment Co., Aurora, Ill. Steel shelving, parts bins, counters, sales tables, work benches, tool toters, stock carts, toolroom equipment, lockers and display tables. John C. Dunham, pres.; Floyd D. Keck, vice-pres.; M. L. Dunham, secy.; Paul Streit, dir. of sales; Jack Rice, pur. agt. **Adv. Agcy.**—Arthur Mogge Co., Chicago, Ill.

ERCO DIV. ACF Industries, Inc., Riverdale, Md. Sheet metal fabrication, automatic riveting and forming machinery electronics. Richard B. Hubbard, pres.; C. J. Doyle, contract and sales mgr.

ERO MANUFACTURING CO., 714 W. Monroe, Chicago 6, Ill. Automobile seat covers, luggage carriers and covers, wedge cushions. Howard F. Leopold, pres. and chmn. of bd.; Wm. Heiman, vice-pres.;

(Continued on Page 227)

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Who's Who in the Auto Industry

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R. P. Keckeisen, treas.; Chas. D. Satinover, secy.; J. Schnadig, gen. mgr.; Guy Austin, chief engr.; M. Gordon, pur. agt. **Adv. Agcy.**—Burlingame-Grossman, Chicago, Ill.

ESSO STANDARD OIL CO., 15 West 51st st., New York 19, N. Y. Petroleum and petrochemical products. S. C. Hope, pres.; Wm. Naden, exec. vice-pres.; E. H. Collins, R. H. Scholl, B. L. Ray, H. J. Voorhies, vice-presidents; W. F. Quick, secy.; H. P. Schoeck, treas.; J. A. Miller, gen. mgr. mktg.; R. M. Gray, adv. mgr.; H. J. Drucquer, acting sales prom. mgr. A. J. Kelly, gen. mgr., pur. dept.; J. H. Gies, traf. mgr.; B. F. Meglaughlin, pub. rel. mgr. **Det. Rep.**—Penola Oil Co., 14300 McNichols rd., W. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y. G. L. Williams, acct. exec.

ESTON CHEMICALS DIV., AMERICAN POTASH & CHEMICAL CORP., 3100 East 26th st., Los Angeles 23, Calif. Packaged refrigerants. Peter Colefax, pres.; G. S. Wheaton, vice-pres.; R. J. Hefter, secy.; L. A. Adams, treas.; R. S. Sunderlin, works mgr.; W. J. F. Francis, vice-pres. of sales; George A. Schnier, sales mgr.; B. F. Nelson, asst. sales mgr.; J. Adinoff, chief engr.; L. H. Cornelius, pur. agt.; C. M. Quinn, traf. mgr. **Det. Rep.**—O. J. Kestl, 17346 Fielding ave. **Adv. Agcy.**—McCarty Co., Los Angeles, Calif. Walker Y. Brooks, acct. exec.

ESTES CO., JOE L., Winder, Ga. Val-Vin-Hed-Silencers—For Chevrolets, Ford (6) 1952-1954, Ford (V-8) 1954-1955, Buick 1936-1953. Joe L. Estes sr., pres.; Joe L. Estes jr., vice-pres. **Det. Rep.**—Harry E. Ault, 4685 Charest st., Pontiac. **Adv. Agcy.** — Acme Adv. Agcy., Atlanta, Ga. Julian DelaPerrierre, mgr.

ETHYL CORP., 100 Park Ave., New York 17, N. Y. Gasoline antiknock compounds, diesel ignition improver, ignition control compound, oil soluble dyes. Sodium (metallic), propyl nitrate, salt cake, ethyl chloride, hydropolymer oil, ethylene dichloride. **E. L. Shane, pres.; B. B. Turner,** exec. vice-pres.; J. A. Costello, M. P. Murdock, J. H. Schaefer and G. F. Kirby, vice-pres.; W. R. Perdue, vice-pres., treas.; J. J. Frey, asst. vice-pres. sales; S. T. Pruitt, mgr. domestic sales; R. B. Weston, mgr., adv. and sales prom.; W. K. McCulloch, asst. mgr. adv. and sales prom.; F. A. Howard jr., chge. of adv.; William Spierer, sales prom. mgr.; Julian Avery, dir. product dev.; R. K. Scales, gen. mgr. res. labs., Detroit; Francis J. Sergeys, gen. mgr., res. and engrg., Baton Rouge; P. A. McKim, dir. chem. engrg.; D. M. Guy, dir. tech. serv.; H. J. Gibson, tech. dir. res. labs., Detroit; Earl Bartholomew, dir. tech. staff, Detroit; W. G. Lovell, dir. auto. prod. res.; R. V. Kerley, dir. auto. prod. application; B. R. Jones, mgr. pass. car div.; Cleveland Walcutt, supr. combustion res.; H. J. Woods, pur. agt.; J. E. Boudreau, dir. pub. rel. **Adv. Agcy.**—Petroleum Industry, U. S.; Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y. C. P. Newton, acct. supr. Petroleum Industry, Canada; H. F. Stanfield, Ltd., 67 Richmond St. W., Toronto, Ont. R. G. Shepherd, acct. exec. Chemicals: H. B. Humphrey, Alley & Richards, Inc., 370 Lexington Ave., New York 17, N. Y. H. O. Nadler, acct. exec.

EVANS PRODUCTS CO., 13101 Eckles rd., Plymouth, Mich. Auto-loaders, D-F loaders (freight cars), bicycles and velocipedes, truck and bus heating and ventilating equipment, Evaneer plywood, Douglas fir lumber, molded plywood products, chair backs, battery separators, metal stampings. E. S. Evans jr., pres.; R. B. Evans, (new products development); Ben Colman, (loading and stampings div.), vice-pres.; J. M. Russell, controller; G. M. Shueder, vice-pres. and wks. mgr.; Harvey Chapman, chief engr.; E. W. Peterson, (loading div.); F. A. Kefhn, vice-pres. (bus and truck heating and vent. div.); G. Faurie, (bicycles and velocipede); W. J. Ritchie, vice-pres., (West Coast div.), sales mgrs.; J. W. Cheetham, dir. of pur.; Art Gruner, serv. mgr.; S. Hudson, mgr. adv., sales prom., pub. rel.

EXCEL CORP., 1120 N. Main st., Elkhart, Ind. Auto vent wings, sash assemblies; trailer sash; bus sash; truck vent wings and door sash; radiator grilles. Harold Edwards, chmn. of the bd.; D. L. Rutter, pres.; O. M. Edwards, secy.; L. W. Fritz, treas.; H. E. Ruppert, sales mgr., mobile homes, misc.; R. E. Flanders, sales mgr., auto and truck; T. W. Holt jr., vice-pres. of prod.; R. Henriksen, pur. agt.; J. R. Wiley, administrative engineer. **Detroit Office** — Fisher bldg., Detroit 2, Mich. John C. Gilmer (and) J. B. Devany, sales reps.

EX-CELL-O CORP., 1200 Oakman blvd., Detroit 32, Mich. Standard precision boring, turning and facing machines; cam type precision boring machines; special purpose production machines; precision thread grinders; tool grinders; Jet blade finishing machines, vertical precision boring machines, vertical precision contouring machines; lapping machines; hydraulic power units; grinding spindles; railroad pins and bushings; broaches and cutting tools, drill jig bushings; aircraft and miscellaneous production parts; dairy equipment. H. Glen Bixby, pres. and gen. mgr.; James K. Fulks, exec. vice-pres.; Milton B. Montgomery, vice-pres. of mfg.; Donald H. McIver, vice-pres. of ind. sales; George D. Scott, vice-pres. of pure-pak sales; Earl E. Conlin, secy.-treas.; Jack Mustard, asst. gen. sales mgr.; Ind. div.; Robt. W. Ford, Herbert A. Knack, R. A. Lodge, asst. sales mgrs.; Arthur E. Schulz, adv. mgr. ind. div.; Norman A. Heldt, serv. mgr.; Gilbert D. Stewart, chief engr., machinery div.; Fred D. Sicklesteel, pur. agt. **Adv. Agcy.**—Holden Chapin LaRue, Inc., Detroit, Mich. Dick C. Flint, acct. exec.

EXELLO ACCESSORIES MANUFACTURERS, 81 Madison ave., Hempsted, N. Y. Brass compression, flared, inverted flared, double compression and pipe thread fittings, flexible gas, oil, grease, vacuum and oil filter lines; rigid steel hydraulic brake lines; copper gas and oil lines; copper tubing; tubing equipment. Arnold E. Alberga, pres., sales mgr.; Henrie C. Alberga, vice-pres.; William G. Alberga, gen. mgr.

EXCELSIOR VARNISH WORKS, INC., 1219 W. 74th st., Cleveland 2, O. Paints, enamels, varnishes, production finishes, glazing and caulking compounds, floor waxes, cleaners and polishes. Paul W. Vick, pres., treas.; Charles Vick, vice-pres.; Frank Heinz, asst. secy.; E. H. Kluth, gen. mgr.; William T. Johnson, traf. mgr. **Det. Rep.**—Walter F. Wright, 3408 W. Seven Mile rd.

EXECUTIVES SELECTION & TRAINING INSTITUTE, 958 Maccabees bldg., Detroit 2, Mich. Aptitude testing, executive personnel specialists, sales training and public speaking training. Daniel L. Beck, owner.

EXECUTONE, INC., 415 Lexington ave., New York 17, N. Y. Intercommunication systems, voice paging systems and service dispatcher systems. P. H. Seaman, pres.; N. A. Karr, treas.; C. Walter, gen. sales mgr.; H. Federbush, adv. and sales prom. mgr. **Det. Rep.**—Executone Co. of Detroit, 14032 Fenkell, Detroit 27, Mich. **Adv. Agcy.**—Joseph Katz Co., New York City.

EXIDE AUTOMOTIVE DIV., 42 South 15th st., Philadelphia 2, Pa. T. G. Tynan, sales mgr.; R. W. Getter, asst. sales mgr.; G. W. Linn, adv. and prom. mgr.; G. F. Krauss, asst. adv. mgr.; F. L. Huttlin, div. engrg.; **Adv. Agcy.**—Aitkin-Kynett Co., 1400 South Penn Sq., Philadelphia 2, Pa. M. E. Goldman, acct. exec.

F

F. & B MFG. CO., 4248 W. Chicago ave., Chicago 51, Ill. Complete line of automotive ignition replacement parts for all makes of vehicles. John Filko, pres.; Harold Rapp, treas.; C. D. McKim, sales mgr. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago 6, Ill.

FABRIC MFG. CO., INC., 97 Chestnut St., Newark 5, N. J. Automobile seat covers and carpeting. H. Genis, pres.; J. G. Abrams, sales mgr.

FABRICON PRODUCTS, Div. of Eagle-Picher Co., 1721 Pleasant ave., River Rouge 18, Mich. Cardboard and waterproof trim panels; glove box and dash insulator assemblies, sound deadening felts and insulation materials. L. A. Fisher, pres. and gen. mgr.; J. N. Tincknell, treas.; G. T. Abel, gen. mfg. mgr.; J. A. Martin, sales mgr. (automotive div.); R. D. Halford, sales mgr. (waxed paper and cellophane div.); F. Altman, chief engr.; J. E. Steiner, dir pur.; T. Godbold, traf. mgr. **Plastic Div.** Custom moulding of finished items using Fiberglass and polyester plastic resins. Plastic impregnated materials for laminating industry. C. L. Keller, gen. mgr.; J. T. Galvin, sales mgr.

FABRICS, INC., 515 Bell st., Montgomery, Ala. Mendy tractor cushions. Hilliard Aronov, pres.; Herman Aronov, secy. **Adv. Agcy.**—James Advertising Agency, Montgomery, Ala.

FABRISTEEL PRODUCTS, INC., 21500 W. Eight Mile, Detroit 19, Mich. Clinch nuts, pierce nuts, feeding equipment, attaching machines. John H. Steward, pres., sales mgr.; Jerry H. Steward, vice-pres.; Joseph H. Steward, secy., treas. and gen. mgr.; C. A. Steward, works mgr.; William Belt, asst. sales mgr.; Frank Wascher, chief engr.

FACIT, INC., 404 Fourth ave. New York 16, N. Y. Calculators, typewriters, adding machines. Erik A. Ohlsson, pres.; Sender Jaari, sales mgr. and secy.; George W. Haag, office mgr. and treas.; Albert J. Ackley, adv. mgr.; Bengt Ljungvist, serv. mgr. **San Francisco office:** 114 Sansome st., Karl Siewert, vice-pres. and mgr. **Adv. Agcy.**—Anderson & Cairns, Inc., 488 Madison ave., N. Y. Lansing Moore, acct. exec.

FAFNIR BEARING CO., Booth st., New Britain, Conn. Ball bearings, ball bearing power transmission units. Maurice Stanley, bd. chmn.; S. M. Cooper, pres.; K. T. Middleton, secy., treas.; C. G. Rosensweig, exec. vice-pres.; C. F. Stanley, vice-pres., chge. of sales; R. F. Cooper, vice-pres. and wks. mgr.; D. M. Davidson, asst. sales mgr.; F. Leister, vice-pres., chge. of engrg.; H. P. Knowles, pur. agt. **Adv. Agcy.**—Horton-Noyes Co., Providence, R. I. G. G. King, acct. exec.

FAIRFIELD MFG. CO., Route 52 S. Lafayette, Ind. Differentials, spiral bevel gears, hypoid gears, straight bevel gears, spur gears, helical gears, worm gears. E. M. Heinmiller, pres., gen. mgr., treas.; Mrs. Rochester Baird, vice-pres.; G. S. Swanson, wks. mgr.; D. W. Owens, sales and adv. mgr.; M. L. Munson, chief engr.; W. C. Nicholson, pur. agt. **Adv. Agcy.**—Armstrong Adv. Agency, Chicago, Ill.

FAIRMOUNT TOOL & FORGING, INC., 10611 Quincy ave., Cleveland 6, O. Mechanic's hand service tools. Ralph F. Peo, pres.; E. L. Spencer, mgr. & sales mgr. **Adv. Agcy.** — Baldwin-Bowers & Strachan, Buffalo, N. Y. Everett Bowers, acct. exec.

FALLON INDUSTRIES, 25800 Groesbeck Hwy., Roseville, Mich. Investment castings ferrous and non-ferrous, shell mold castings, broaching and machine work. Albin Fallon, pres.; Chester Fallon, vice-pres.

FARBACH CHEMICAL CO., 4208 Airport rd., Cincinnati, O. Hand cleaner, white wall spray and cleaner, black tire paint, tar and rust removers, rubber lubricant, window cleaner and anti-freeze, hydraulic brake fluids, Lo-heat tinning paint and paddle lubricants, Hi-heat brazing flux. Howard Farbach, pres.; Laura Farbach, vice-pres.; Louis Keck, secy.; Betty J. Metz, pur. agt. **Det. Rep.** — Edgar J. Ward, 920 Pinecrest dr., Ferndale, Mich. **Adv. Agcy.** — Louis D. Mueller, Inc., Cincinnati, O. Louis D. Mueller, acct. exec.

FARGO DIV., Chrysler Corp., 341 Massachusetts, Highland Park, Mich. Fleet sales of Chrysler Corporation cars and trucks. R. L. Biggers, pres.; W. C. Hanway jr., N. W. Siedel, G. W. Trischel and N. Kelley jr., vice presidents; W. J. Simons, treas.; H. F. Diefel, compt.; K. M. Eyestone, secy.; J. C. Maddox, oprn. mgr.; R. H. Mead, exec. asst.; R. B. Christiansen, dir. of service; N. G. Williams, dir. of distribution.

FASCO INDUSTRIES, INC., 400 Davis st., Rochester 2, N. Y. Hydraulic stoplight switches, circuit breakers. H. P. Toppin, pres.; H. M. Sylvester, secy.-treas., gen. mgr.; R. W. Gysel, wks. mgr.; H. M. Sylvester, sales mgr.; P. M. Byam, chief engr.; C. E. Weiland, pur. agt.; C. L. Anderson, traf. mgr.; L. P. Kruze, pub.

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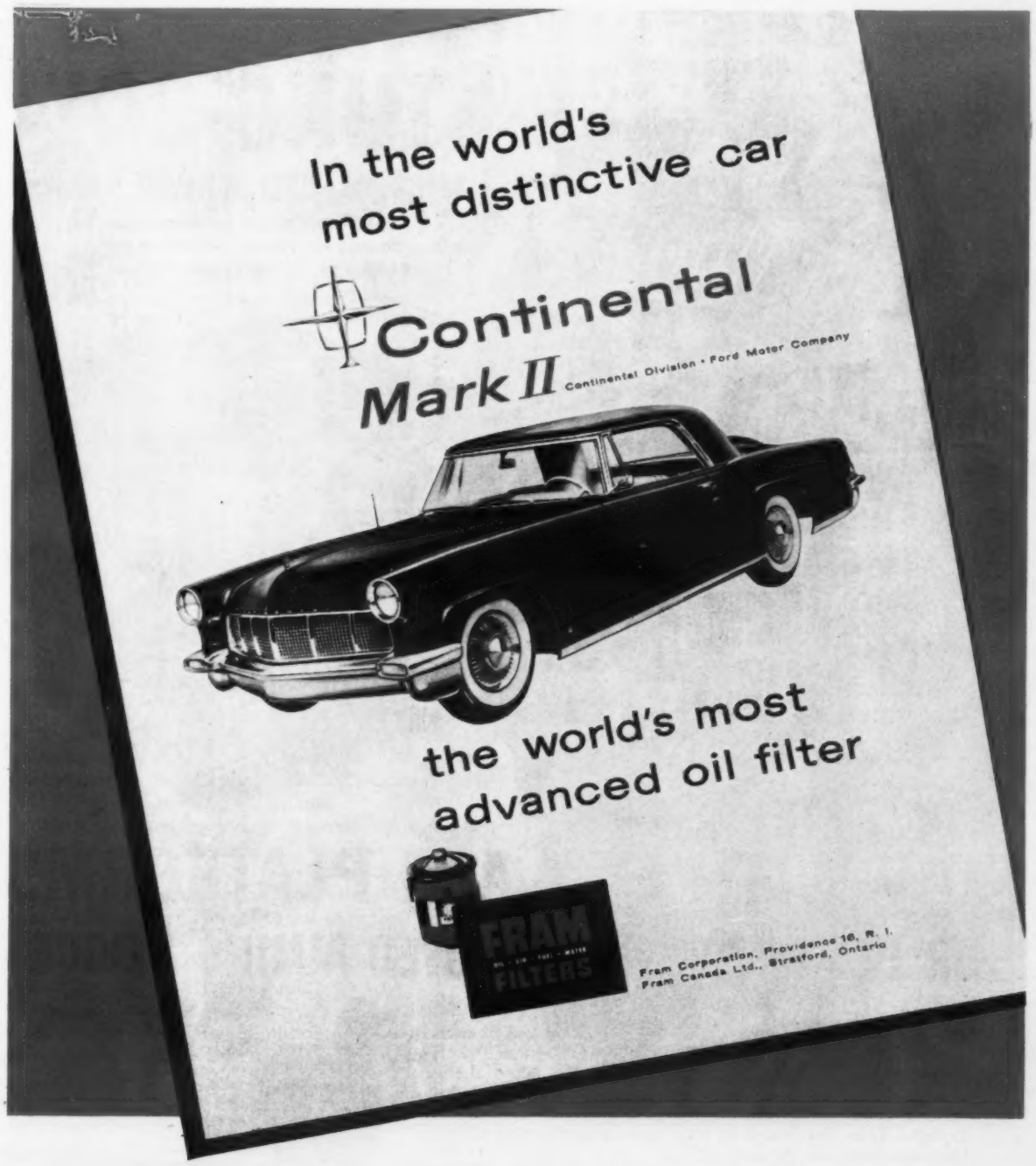

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Who's Who in the Auto Industry

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rel. mgr. **Det. Rep.**—A. Kochanski. **Adv. Agcy.**—Scrivener & Co., Rochester, N. Y. A. Scrivener, acct. exec.

FASTEX DIV. of Illinois Tool Works, 195 Algonquin rd., Des Plaines, Ill. Molding clips, speed nuts, springrip washers, stamped gears, quick fasteners, special stampings; plasti: rivets, grommets, rings, plugs, supports, Plastinite strain-relief grommet and special plastic parts. Harold Byron Smith, pres.; Eugene W. Fuller, J. B. O'Connor, E. W. Shipman, R. F. Dick, vice-presidents; J. R. Russell, secy.; Silas S. Cathcart, gen. mgr.; F. Machac, works mgr.; J. D. Norman, sales mgr.; W. R. Black, exec. engr.; A. L. Froehlich, pur. agt.; Jay Tomlin, pub. rel. mgr.; K. G. Peters, adv. mgr. **Det. Rep.**—Russell H. Maude, 1463 East State Fair, Detroit 3. **Adv. Agcy.**—Waldie and Briggs, Inc., 221 N. LaSalle st., Chicago 1, Ill. R. M. Wall, acct. mgr.

FEDDERS-QUIGAN CORP., 57 Tonowanda st., Buffalo, N. Y. Automotive radiators and car heaters. Salvatore Giordano, pres.; U. V. Muscio, vice-pres.; K. W. Finch, chief engr. Automotive div.; J. M. Heimeri, pur. mgr.; W. W. Reeves, sales mgr. Automotive div.

FEDERAL BEARINGS CO., INC., Fairview ave., Poughkeepsie, N. Y. Ball bearings. George R. Bennett jr., pres., treas., Dan G. Fichter, vice-pres., secy.; Fred Horlacher, works mgr.; E. C. Sweeney, sales and adv. mgr.; R. L. Denney, asst. sales mgr.; Charles Lansdale, serv. mgr.; Fred Recknagel, chief engr.; E. Wallin, pur. agt.; R. Wright, traf. mgr. **Det. Rep.**—Fred Glass, 2640 Book Tower, Detroit, Mich. **Adv. Agcy.**—Mack LeBlang, Adv., 720 5th ave., New York, N. Y.

FEDERAL ENGINEERING CO., 850 Oakman blvd., Detroit 38, Mich. Tools, dies, jigs, fixtures and special machines. Dan M. LeVine, pres.

FEDERAL LEATHER CO., Main st., Belleville 9, N. J. Coated fabrics for seat covers, car upholstery and convertible tops. Louis M. Plansoen, pres., treas.; John W. F. Young, exec. vice-pres.; W. Breithaupt, wks. mgr. Richard Post, adv. mgr.; Paul B. Grosjean, pur. agt.; Ernest Seaman, chief chemist. **Det. Rep.**—R. G. Olson, New Center bldg, Detroit. **Adv. Agcy.**—Iverson & Ford, New York, N. Y.

FEDERAL-MOGUL DIVISION, Federal-Mogul-Bower Bearings, Inc., 11031 Shoemaker ave., Detroit 13, Mich. Sleeve bearings, bushings, washers, similar precision parts. E. Olney Jones sr., vice-pres. and secy., dir. of sales; R. E. Klare, gen. mgr. mfg.; H. F. Dixon, chief engr.; K. W. Warren, sales mgr.; T. J. Marshall, asst. sales mgr., adv. mgr.; G. J. LeBrasse, research dir.; E. F. Bauman, dir. of pur. Pit. mgrs.: J. M. Haney (Cleveland), C. F. Brown (Greenville). J. Downing (Mooresville), W. C. Robertson (St. Johns). **Adv. Agcy.** — Fred M. Randall Co., Detroit 26. H. Ross Mack, acct. exec.

FEDERAL-MOGUL-BOWER BEARINGS, INC., 11031 Shoemaker ave., Detroit 13, Mich. Sleeve, ball, and roller bearings, bushings, thrust washers. H. Gray Muzzy, chmn. of bd.; S. A. Strickland, vice-chmn.; G. S. Peppiatt, pres.; E. Olney Jones sr., vice-pres. and secy.; J. W. Brady, vice-pres., gen. mgr. Bearings Company of America Div.; T. L. Camp, vice-pres., gen. mgr. Federal-Mogul Service; R. I. Marquis, vice-pres., ind. rel.; R. S. Strickland, vice-pres., gen. mgr. Bower Roller Bearing Div.; S. E. MacArthur, treas.

FEDERAL MOTOR TRUCK CO., Div. of Napco Industries, Inc., 834 N. Seventh st., Minneapolis 11, Minn. Motor trucks (gasoline and diesel), also special vehicles and chassis. Max E. Rappaport, pres., Fred Rappaport, exec. vice-pres.; M. J. McCarty, vice-pres.; Leonard J. Segal, secy.; S. Harry Gainsley, treas. **Adv. Agcy.**—Alfred Colte Co., 2446 Park ave., Minneapolis.

FEDERAL SCREW WORKS, 3041 Martin ave., Detroit 10, Mich. Nuts, bolts, screws and screw machine products. B. L. Norton, pres. and treas.; S. R. Booker, exec. vice-pres.; R. R. Bever, vice-pres. sales; R. I. Stanton, vice - pres., mfg. Detroit div.; Lawton J. Steger, vice-pres. sched. and plan. Chelsea div.; F. J. Sullivan, secy. and contr.; C. N. Cage, pur. agt., Detroit div.; Merle Barr jr., pur. agt., Chelsea div. **Det. Rep.**—Federal Screw Sales, 1664 National Bank bldg.

FEDERATED METALS DIV., American Smelting and Refining Co., 120 Broadway, New York 5, N. Y. Non-ferrous metals and alloys. F. Walker, asst. to pres.; K. Harms, gen. mgr.; E. L. Newhouse III, sales mgr.; E. L. Rimbault jr., adv. mgr. **Det. Rep.**—R. G. Caulton, 11630 Russell st. **Adv. Agcy.**—John Mather Lupton Co., New York, N. Y., Jackson How, acct. exec.

FEINBERG TEXTILE CO., 2032 E. Dauphin st., Philadelphia 25, Pa. Converters of automotive fabrics, cottons and rayons. Charles Feinberg and Myron Feinberg, partners.

FELLOWS GEAR SHAPER CO., River st., Springfield, Vt. Gear shapers and cutters, gear hobbing machine and hobs, gear shaving machines and shaving tools, gear lapping machines and laps, gear burnishing machines and gears, gear measuring and testing equipment, thread generators, master gears, plastic injection molding machines. E. W. Miller, pres. and gen. mgr.; R. M. Fellows, first vice-pres. and treas.; H. T. Gates, vice-pres. and factory mgr.; E. R. Fellows II, asst. gen. mgr.; R. M. Knox, asst. to pres.; G. H. Sanborn, gen. sales mgr.; H. B. Flinn, pub. mgr.; N. L. Cobb, chief engr.; R. N. Roberts, pur. agt.; P. C. Kittredge, traf. mgr.; John Morton, pub. rel. mgr. **Det. Rep.**—A. R. Tobin, 319 Fisher bldg. **Chicago Rep.**—J. G. Whitman, 5835 W. North ave. **N. Y. Rep.**—H. W. Nickerson, 2206 Empire State bldg. **Los Angeles Rep.**—F. D. Sanborn, 6214 W. Manchester ave. **Adv. Agcy.**—Hicks & Greist, New York, N. Y. K. A. Hamilton, acct. exec.

FELT PRODUCT MFG. CO., 1504 Carroll ave., Chicago 7, Ill. Gaskets, oil seals and packings. A. Mecklenburger, pres. and gen. mgr.; L. C. Weinberg, vice-pres. and wks. mgr.; E. H. Mecklenburger, secy.; C. H. Morris, treas.; Elliot Lehman, vice-pres., sales and adv. mgr.; R. C. O'Keefe, pur. agt.; O. Torno, traf. mgr.; S. L. McCandless, pub. rel. mgr. **Det. Rep.**—D. S. Crampton, H. O. Dixon, 19932 Livernois. **Adv. Agcy.**—Van Auken-Ragland & Stevens, 326 W. Madison st., Chicago, Ill. B. F. Stevens, acct. exec.

FERGUSON DIV., Massey-Harris-Ferguson, Inc., Racine, Wis. Farm tractors and implements. J. L. Hooker, gen. sales mgr.; William Alexander, gen. counsel and secy.; Stanley S. Roberts, adv. and sales prom mgr.; Bernhard R. Bermann, ind. sales mgr.; D. J. O'Leary, serv. mgr.; Herman G. Klemm, vice-pres., chief engr.; M. E. Munroe, director of procurement; Ralph Martin, parts sales mgr. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland 15, O. Richard Isaacs, acct. exec.

FERRO STAMPING CO., 1367-97 Franklin st., Detroit 7, Mich. Passenger car and truck hardware, window regulators, door locks, hood and rear deck hinges, hood and rear deck locks, truck cowl ventilators, miscellaneous stamped steel assemblies, automatic seat adjusters. William C. Devereaux, chmn. of the bd.; Richard C. Devereaux, pres. and gen. mgr.; Durwood E. Allen, secy.; Robert Bryant, treas.; Perry J. Starkweather, vice-pres.; Mel G. Kennedy, vice-pres.; Joe Pickles, research engr.; Joseph B. Brown, pur. agt.; Avery Codden, plant mgr., Mt. Pleasant div.

FERRY CAP AND SET SCREW CO., 2151 Scranton rd., Cleveland 13, O. Hex head screws and bolts, set screws, studs, engineered special cold upset fasteners — such as connecting rod bolts, bearing bolts, shackle bolts, etc. H. D. North, chmn. of bd.; C. B. Lansing jr., pres., gen. mgr. and treas.; W. H. North, vice-pres. sales & secy.; K. A. Perko, asst. secy.-treas.; W. J. Murphy, factory mgr.; H. J. Thiel, pur. agt.; J. A. Swinglish, traf. mgr.; R. T. MacGregor, dir. ind. rel. **Det. Rep.** — W. M. Leach, 419 Book Tower bldg. **Adv. Agcy.** — Bayless-Kerr Co., Cleveland, O.

FIDELITY INSURANCE CO. OF TENN., Stahlman bldg., Nashville 3, Tenn. Insurance company; Indemnify automobile auctions and their customers against loss by bad checks. N. C. Maney, pres.; W. H. Blitch, vice-pres.; L. B. Bryant, secy.; C. K. Weekly jr., sales mgr. **Adv. Agcy.**—Noble-Dury & Associates, Inc., Vendome bldg., Nashville, Tenn. F. W. Satterwhite, acct. exec.

FIELDER, P. E., MFG. CO., Longview, Tex. Auto headlinings and air conditioner covers, office chair cushions.

FIRESTONE PLASTICS CO., P. O. Box 690, Pottstown, Pa. Firestone Velon film, sheetings and yarn. Roger S. Firestone, pres.; E. T. Handley, vice-pres.; H. W. Hooper compt.; K. L. Edgar, sales mgr. Velon prods.; S. G. Keller, mgr., Velon yarn sales.; C. F. Edelmann, mgr., Velon film and sheetings sales.; F. J. Groten, sales mgr. chem. sales.; H. B. Winslow, adv. mgr.; T. A. Henry, sales prom. mgr.; T. F. Storm, pur. agt. **Adv. Agcy.**—Grey Advertising Agency, Inc., New York, N. Y. B. I. Brownold, acct. exec.

FIRESTONE STEEL PRODUCTS, 1200 Firestone pkwy., Akron 1, O. Automotive rims, stainless steel containers, metal stampings. L. J. Campbell, pres.; P. L. Tracy, compt.; W. H. Vaughn (Wyandotte plant), wks. mgr.; M. DiFederico (Akron plant), wks. mgr.; W. S. Kidder, sales mgr.; P. M. Murphy, pur. agt. **Det. Rep.**—C. C. Cupp.

FIRESTONE TIRE & RUBBER CO., 1200 Firestone pkwy., Akron 17, O. Tires for automobiles, trucks, airplanes, farm tractors and implements, earthmoving equipment, industrial trucks and tubes; synthetic rubbers and latices; vinyl chloride resins; plastic filaments, films and sheeting; foamed latex cushioning; elastic rubber yarn; mechanical rubber goods; adhesives, dispersions and latex compounds; brake lining; rubber fuel cells; automotive and tractor rims, stampings; stainless steel beverage containers. Harvey S. Firestone jr., chmn. chief exec.; Lee R. Jackson, pres.; Raymond C. Firestone, exec. vice-pres.; J. E. Trainer, exec. vice-pres.; J. J. Shea, vice-pres.; H. D. Tompkins, vice-pres. trade sales; H. M. Taylor, vice-pres. mfg. sales; Joseph Thomas, secy., gen. counsel; H. H. Hollinger, treas.; C. A. Pauley, compt. J. W. Maples, dir. of rubber mfg. plants; E. B. Hathaway, sales mgr.; G. V. Mead, mdse. mgr.; C. B. Ryan, dir. adv. and sales prom. H. H. Waters, dir. of engrg.; R. W. Koch, dir. of pur.; Norman Smith, pur. agt.; R. W. Wettstyne, traf. mgr.; W. D. Hines, dir. pub. rel. **Det. Mgr.**—D. J. Hutchins, 1405 Henry st., Detroit, Mich. **Adv. Agcy.** — Sweeney & James, Cleveland, O.

FIRMAN LEATHER GOODS CORP., 111 Eighth ave., New York 11, N. Y. Mfgs. of Maximillian Bonded Luggage. Ladies' and men's matched automobile luggage. Philip D. Firman, pres.; Milton Wynn, vice-pres., sales mgr.; Jay Firman, secy.-treas. **Adv. Agcy.** — Mann-Ellis Adv. Agency, New York, N. Y. K. J. Mann, acct. exec.

FIRTH MACHINE & TOOL, INC., 1220 N. Main st., Fostoria, O. Parts, assemblies, sub-assemblies, small stampings, complete production facilities for line-production. George B. Firth, pres., gen. mgr. and sales mgr.; Wilbur J. Finsel, vice-pres., works mgr. and pur. agt.; Bette J. Firth, secy., treas.

FIRTH STERLING, INC., 3113 Forbes, Pittsburgh 30, Pa. High speed steels, tool and die steels, stainless specialties, high temperature alloys and cermets, Sintered Tungsten and chromium carbides. K. D. Mann, pres.; T. G. Barnes, vice-pres., sales; J. T. O'Brien, vice-pres., prod.; H. R. Huemme, secy.-treas.; J. M. Stokes, mgr., carbide sales; T. E. Pickering, adv. mgr., sales prom. mgr.; E. W. Kalb, mgr., steel sales; M. L. Backstrom, asst. sales mgr., carbide; H. K. Stern, pur agt. **Det. Rep.**—John S. Roller, mgr., 8330 W. Chicago blvd. **Adv. Agcy.**—Smith, Taylor & Jenkins, Pittsburgh, Pa. Robert M. Jenkins, acct. exec.

FISH CARBURETOR CORP., P. O. Box 1751, Daytona Beach, Fla. Carburetors, mileage testers, sports car accessories and speed equipment. J. Robert Fish, pres. and sales mgr.; Madelyn B. Welch, secy.; Aelred B. Fish, treas.

FISHER BODY DIV., General Motors Corp., Detroit 2, Mich. Automobile bodies. J. E. Goodman, gen. mgr. of Fisher

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NOW WITH E-Z AIM PLATFORMS

FOR USE WITH ANY APPROVED AIMING DEVICE

The new improved Tung-Sol Vision-Aid Headlamp can be quickly adjusted with any approved aiming device—or can be aimed visually. Three E-Z Aim Platforms, precision-molded on the face of the lens, provide contact points for all the new mechanical aimers. They assure accurate beam adjustment in a matter of minutes—even in broad daylight. These headlamps are fully interchangeable with all sealed beam headlamps of the same voltage.

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TUNG-SOL ELECTRIC INC., NEWARK 4, N. J.

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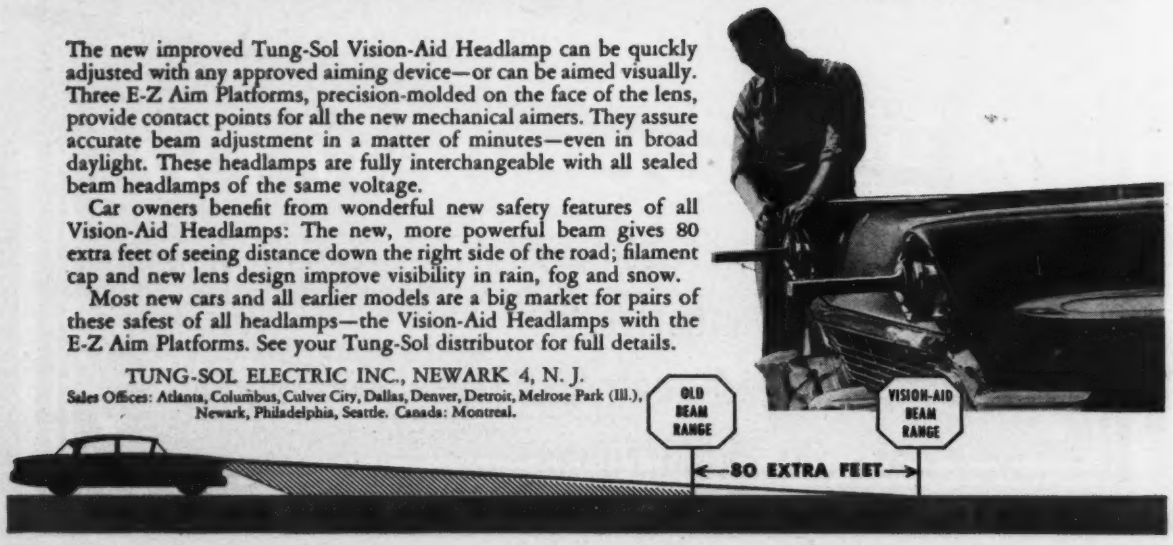

Who's Who in the Auto Industry

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Body Div., and vice-pres. General Motors Corp.; J. P. Wines, gen. dir. of pub. rel. and adv.; J. H. Wernig, chief engr.; J. B. Hildebrand, gen. dir., pur. div. **Adv. Agcy.**—Kudner Agency, Inc., New York, N. Y. E. J. Owens, acct. exec.

FISHER-SEARCY CORP., JOE, 401 Central bldg., Portland 5, Ore. Syndicated used car advertising and selling plan issued quarterly to subscribers. Newspaper mats, windshield boards, classified copy, radio copy, banners, outdoor board layouts, etc. J. O. Fisher, pres.; Morris L. Searcy, vice-pres., gen. mgr.; James Fisher jr., secy.

FISK TIRE CO., Div. of United States Rubber Co., Rockefeller Center, New York 20, N. Y. Passenger car tires and tubes; truck, bus and tractor tires and tubes. H. E. Humphreys jr., pres.; H. G. Smith, exec. vice-pres.; W. M. Doughtery, secy.; H. M. Kelton, treas.; J. W. McGovern, vice-pres.; H. N. Hawkes, vice-pres., gen. mgr. tire div.; W. O. Green, gen. sales mgr., tire div.; J. A. Boll, sales mgr.; L. B. Lillie, asst. sales mgr.; J. P. Donnelly, truck tire sales mgr.; W. F. Beardsley, mdse. mgr.; P. F. Lee, sales oprns. mgr.; R. M. Hood, adv. and sales prom. mgr. **Det. Rep.**—A. G. Richtmyer, 2121 W. Fort st. **Adv Agcy.** — Fletcher D. Richards, Inc., New York, N. Y. F. D. Richards jr. acct. exec.

FITZGERALD MFG. CO., Torrington, Conn. Gaskets, oil seals, grease retainers. P. J. Fitzgerald, pres.; M. D. Fitzgerald, vice - pres.; M. F. Fitzgerald, secy.-treas.

FITZSIMONS MFG. CO., 3775 E. Outer dr., Detroit 34, Mich. Formed tubular parts and assemblies, light and medium stampings. S. J. Fitzsimons jr., pres., gen. mgr.; H. B. Howenstein, vice-pres., sales mgr.; J. W. Fitzsimons, secy.; Geo. S. Dettlinger, wks. mgr.; L. J. Kroha, chief engr.; J. C. Richards, pur. agt.

FIVE STAR MANUFACTURING CO., 701 Tallachatchie ave., P. O. Box 149, Clarksdale, Miss. Freeman headbolt and Kat's engine heaters, and Kat's Battery Karriers. W. S. Kincade, pres., gen mgr.; Ludwig Kozecek, production mgr.; F. R. Clark, sales mgr.; D. E. Walhood, asst. sales mgr.; Frank Holmes, pur. agt.

FLEXONICS CORP., 1298 S. 3rd ave., Maywood, Ill. Automotive thermostats, flexible metallic tubing. J. F. P. Farrar, pres.; T. K. Wells, vice-pres.; R. R. Muller, secy.-treas.; H. W. Griesbach, sales mgr.; D. E. Wolf, adv. and sales prom. mgr.; D. W. Pentress, chief engr.; K. H. Flory, pur. agt.; F. A. Abben, pub. rel. mgr. **Det. Rep.** — Flexonics Corp., 18657 James Couzens ave. **Adv. Agcy.**—Russell T. Gray, Inc., Chicago 6, Ill. W. E. Morton, acct. exec.

FLEX-O-TUBE, Div. of Meridan Corp., 2525 Jim Daly rd., Inkster, Mich. Flexible rubber fuel lines, oil lines, brake hose essemblies, hydraulic steering. M. E. Maurer, pres.; W. W. Wasson, vice-pres., sales mgr.; P. E. Baltzer, asst. sales; R. W. Phillips, chief engr; A. C. Johns, pur. agt. **Det. Rep.**—A. W. Palmer, 2525 Jim Daly rd.

FLINK CO., 502 N. Vermillion, Streator, Ill. Spreaders for sand and other material, truck unloading ramps and truck snowplows. Allen R. Flink, owner; W. H. Immel, gen. mgr.; R. R. Roudebush, sales mgr.; D. R. Mueller, pur. agt. **Adv. Agcy.**—Biddle Co., 814 N. Main st., Bloomington, Ill.

FLINTKOTE CO., 30 Rockefeller plaza, New York 20, N. Y. Rubber and asphalt adhesives, sound deadening felts, spray-on deadeners, rubber cements, body protective coatings, sealers, mastics, underbody coatings. I. J. Harvey jr., pres.; P. C. Rowe, exec. vice-pres.; G. H. Pecaro, gen. vice-pres.; G. K. McKenzie, vice-pres. and secy.; A. J. Healy, automotive sales mgr.; D. L. Holmes (Ind. Prod. Div.); adv. mgr. **Det. Rep.** — V. J. Hardig, C. T. Bloom, 14201 Schaefer hwy. **Adv. Agcy.** — Marschalk & Pratt Div. of McCann-Erickson, Inc., New York, 17, N. Y.

FLOWER CITY SPECIALTY CO., 158 Hollenbeck st., Rochester 1, N. Y. Tire chain links and clamps, self-closing Monkey Links. Harold J. Nagle, pres.; Reginald A. Nagle, vice-pres., treas.; Herman Ostrye, pur. agt.

FLUID HEAT AUTOMOTIVE DIV., Anchor Post Products, Inc., 6500 Eastern ave., Baltimore 24, Md. Cargo heaters, Coolant heaters. W. F. Brannan, pres.; G. J. Wist, asst. secy.; C. W. Burton jr., exec. vice-pres.; C. J. Gross, treas.; J. S. Case, vice-pres. and wks. mgr.; C. E. Wollen jr., J. J. Albright, asst. sales mgrs.; Thos. F. May, adv. mgr.; D. L. Wooden, chief engr.; F. J. Read, pur. agt.; R. M. Pilson, traf. mgr. **Adv. Agcy.** — VanSant, Dugdale & Co., Inc., Baltimore 2, Md. C. M. Buchanan, acct. exec.

FLXIBLE CO., N. Water st., Loudonville, O. Intercity buses, bus seats, transit buses, guardian lockers, special display and land cruiser coaches. H. H. Young, pres. and gen. mgr.; O. P. Paullin, secy.-treas.; Thos. P. Butler, vice-pres. and asst. gen. mgr.; H. S. Young, vice-pres. in chge. of mfg.; W. S. Roach, vice-pres. in chge. of engrg. and ind. rel.; R. H. Casner, vice-pres. in chge. of pur.; Joe F. Gettrust, sales mgr., Western Div.; Harry B. Budd, sales mgr., Eastern Div.; J. R. Tschantz, sales mgr. Export Coaches; Richard Geiselman, sales mgr. Guardian Lockers; William Sellner, adv. mgr.; Paul H. Dudte, parts and serv. mgr.; R. D. Neiderhiser, chief research and experimental engr.; R. Sigafoo, chief engr.; **Det. Rep.**—B. B. Shafer, 17387 Cooley, Detroit 19. **Adv. Agcy.** — Palm & Patterson, Cleveland, O. Art Palm, acct. exec.

FONTAINE TRUCK EQUIPMENT CO., INC., 1232 North 37th pl., Birmingham, Ala. No-Slack fifth wheel, heavy duty machinery trailer, Auto-Load brick body. J. P K. Fontaine, pres.; Robert A. Fontaine jr., vice-pres.; Virginia Peters, secy.; C. D. Sullivan, mgr. trailer div. **Adv. Agcy.**—Barnett & Barnett, Birmingham, Ala.

FOOTE INDUSTRIES, P. O. Box 304, 1010 Washington, Lansing, Mich. Trailer hitches. L. C. Foote, pres.; C. D. Scarlett, sales mgr.

FORD CHAIN BLOCK DIV., American Chain & Cable Co., Inc., York, Pa. Hand-operated and electric hoists. W. F. Wheeler, chmn. of bd.; C. N. Johns (N. Y.), pres.; W. D. Kirkpatrick (York, Pa.), E. J. Williams (N. Y.), vice-presidents; A. C. Laske (Bridgeport, Conn.), secy.; Stanley Mann (Bridgeport, Conn.), treas.; S. J. Woodworth (York, Pa.), sales mgr.; E. V. Creagh (Bridgeport, Conn.), adv. mgr.; Clifford G. Strote (Bridgeport, Conn.), dir. of pur.. **Adv. Agcy.**—Reincke, Meyer & Finn, Chicago 11, Ill. Wallace Meyer, acct. exec.

FORD MOTOR CO., 3000 Schaefer rd., Dearborn, Mich. Ford, Thunderbird, Mercury, Lincoln and Continental passenger cars, Ford trucks, Ford tractors, Dearborn and Ford farm equipment and industrial engines. Henry Ford II, pres.; Ernest R. Breech, chmn. of bd.; L. D. Crusoe, exec. vice-pres., car and truck div.; D. S. Harder, exec. vice-pres., basic mfg. div.; J. S. Bugas, vice-pres., ind. rel.; D. J. Davis, vice-pres., mfg.; J. R. Davis, vice-pres. and group exec.; I. A. Duffy, vice-pres. and gen. mgr., tractor and impl. div.; John Dykstra, vice-pres. and group exec.; Benson Ford, vice-pres. and group dir., Mercury and Special Products div.; William C. Ford, vice-pres. and group dir., Lincoln and Continental div.; W. T. Gossett, vice-pres. and gen. counsel; E. S. MacPherson, vice-pres., engrg.; R. S. McNamara, vice-pres. and gen. mgr., Ford div.; B. D. Mills, vice-pres. and gen. mgr., Lincoln div.; C. F. Moore jr., vice-pres., pub. rel.; S. W. Ostrander, vice-pres. and group exec.; F. C. Reith, vice-pres. and gen. mgr., Mercury div.; R. H. Sullivan, vice-pres. and group exec.; G. W. Walker, vice-pres. and dir. of styling; A. J. Wieland, vice-pres. and gen. mgr., Ford International div.; W. A. Williams, vice-pres., sales and adv.; T. O. Yntema, vice-pres., fin.; L. E. Briggs, treas.; C. J. Felirath, secy.; A. R. Miller, cont.; Morgan Collins, asst. treas.; John A. Moekle, asst. secy.; G. J. Lynch, dir. office def. prod. and gov. rel.; A. A. Kucher, dir. scientific lab., engrg. staff; T. J. O'Neil, exec. dir., sales and adv.; R. E. Krafve, gen. mgr., Special Products div.; B. R. Donaldson, dir. instit. adv., office of pub. rel.; G. J. Crimmins, dir. dealer rel. and bus. mgt., sales and adv.; F. C. McCoard, dir. prod. programming and control; Roscoe Smith, dir. quality control, mfg. staff; H. R. Foss, dir. mfg. engrg.; E. G. Ward, dir. pur.; M. B. Lindquist, gen. ind. rel. mgr.; H. F. Riley, dir. dealer devel.; Thomas R. Reid, dir. civic affairs; A. L. Gornick, dir. tax affairs, tax counsel; mfg. divs., K. D. Cassidy, gen. mgr. Dearborn steel div.; A. R. Wardrop, gen. mgr. Dearborn gen. mfg.; K. E. Scott, gen. mgr. mfg. serv.; A. C. Moore, gen. mgr. Chicago Aircraft Engine div.; M. L. Katke, gen. mgr. Automatic Transmission div.; R. J. Hampson, gen. mgr. Chassis Parts div.; A. J. Hole, gen. mgr. Metal Stamping div.; C. H. Patterson, gen. mgr. Eng. and Foundry div.; J. S. French, gen. mgr. parts and equip. mfg. div. **Adv. Agencies** — J. Walter Thompson Co., Kenyon & Eckhardt, Meldrum & Fewsmith, Inc., Young & Rubicam, Inc.

FORD DIV., Ford Motor Co., 29500 Plymouth rd., Box 608, Dearborn, Mich. Passenger cars and trucks. R. S. McNamara, vice-pres. and gen. mgr.; J. O. Wright, asst. gen. mgr.; M. L. Wiesmyer, gen. mfg. mgr.; W. A. Folsom. asst. gen. mfg. mgr.; C. E. Bosworth, gen. pur. agt.; J. P. Stanton, pur. agt., mach. parts; L. J. Heinle, pur. agt., stamped parts; H. L. Kohlmeier, pur. agt., service parts; R. A. Farough, pur. agt., trim materials; Philip Caldwell, pur. agt., special assemblies; J. C. Brown, prod. control mgr.; O. S. Waud, prod. engrg mgr.; H. M. Splawn, quality control mgr.; Robert Miller, mfg. planning mgr.; M. B. Cline, pre-prod. control mgr.; Chase Morsey jr., mgr. mdse. and prod. planning office; Valentine McCabe, plant engrg. mgr.; H. D. Hubbs, parts and acces. mgr.; O. B. Higgins, operating mgr., parts and acces. oprns.; C. R. Beacham, gen. sales mgr.; F. J. McGinnis, asst. gen. sales mgr., adv., sales prom. and training; C. E. Bowie, asst. gen. sales mgr., field oprns.; G. C. Eldredge, adv. mgr.; R. W. Hickl, mdse. mgr., parts and acces. oprns.; J. F. McLean jr., truck mdse. mgr.; W. G. Baker, parts and serv. sales mgr.; C. J. Seyffer, asst. gen. sales mgr., dealer rel.; Guy Hamilton jr., asst. gen. sales mgr., planning and analysis; C. T. Doman, serv. mgr.; J. W. McClanathan, sales distr. mgr.; H. W. Cook, fleet sales mgr.; M. B. VanCleve, mfg. standards mgr.; T. J. Morcom, traffic mgr.; Holmes Brown, pub. rel. mgr.; M. W. Welty, mgr. ind. rel.; E. B. Rickard, div. control; R. J. Eggert, marketing research mgr.; A. W. Menkel jr., asst. to gen. mgr.

FORD INTERNATIONAL DIV., Ford Motor Co., 445 Park ave., New York 22, N. Y. A. J. Wieland, vice-pres. and gen. mgr.; Tom Lilley, asst. gen. mgr., sales and assembly act.; C. E. Dalton, reg. dir., Europe and Middle East; J. S. Andrews, reg. dir., Latin America and Orient; T. G. Eybye, consutant; J. J. Welker, reg. exec., product mfg. act. W. L. McKee, res. dir. for Europe; P. J. Fuller, pur. agt.; J. W. Sundelson, facil. and oper. planning mgr.; H. P. Valentine, gen. sales mgr.; P. F. A. Prance, gen. fin. mgr. and div. contr.; D. E. Irwin, ind. rel. mgr.; H. A. Bolenski, dir. Ford Intl. engrg. office; Frederick Kraft, dir. mfg. office; H. P. Doty, pub. rel. mgr.; M. R. Dull jr., mgr. Overseas Distr. br.; H. E. Jones, gen. supply mgr.; H. O. Lund, mgr., Foreign Prod. branch. R. M. Campbell, gen. atty.

FOREMAN, INC., P. O. Box 789, York, Pa. Rear axle and propeller shafts. Ralph A. Pannier, pres.; E. R. McDowell, asst. secy.

FOREMAN MFG. CO., 5353 S. State st., Chicago 9, Ill. Trailer axle and running gear assemblies, (light duty) trailer hitches, steel utility trailers and special trailers of all types. E. J. Richards, gen, mgr.; J. E. Richards, sales mgr.; L. J. Maher, chief engr. **Adv. Agcy.**—Jacobson & Tonne, Chicago, Ill.

FORMSPRAG CO., 23601 Hoover rd., Van Dyke, Mich. Sprag type over-running clutches. J. Lawrence Buell jr., pres. and gen. mgr.; E. R. Davies, treas.; Elroy O. Jones, secy.; Leo Szady, chief engr; Charles F. Trapp jr., sales mgr. **Adv. Agcy.**—Holden, Chapin, LaRue, Inc., 16180 Wyoming ave., Detroit 21, Mich. Robert LaRue, acct. exec.

FOSTER AND KLEISER CO., 1675 Eddy st., San Francisco 19, Calif. Outdoor advertising in Washington, Oregon, Cali-

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"We NEED Prize Incentives in our business . . ."

says Albert E. Norman, Jr. Vice-President
and General Manager of Norman Motors, Inc.
Oldsmobile Dealer of Evanston, Ill.

"We *need* prize incentives in our business . . . they add excitement and interest—keep up the self-inspired pressure that's so important in selling cars.

"I know, salesmen say they *prefer* cash . . . But the fact is, when salesmen have adequate incomes as they do today, extra cash simply doesn't provide extra incentive . . . In fact, it often cuts down on the over-all volume—salesmen sell enough to get their average income, and then coast . . . Besides, a cash spiff changes the basic pay plan—when the spiff comes off, the salesmen feel that they've had a pay cut.

"Prizes, on the other hand, give salesmen a permanent reward. A man who wins an outboard motor doesn't expect to win another next month. He's received a permanent boost in his standard of living—without a permanent raise in pay. Prizes add interest . . . keep day-to-day selling from becoming humdrum. They help fight boredom, the worst enemy of the retail auto business. The prize becomes a symbol of achievement, not only in the eyes of his family, but in the eyes of other members of the sales force too. And what's really important, they produce a lot of extra sales!

"Sure, an incentive program means extra bookkeeping—but that extra bookkeeping means you have much better sales control at all times—you have daily knowledge of a salesman's progress and can spot a sales slump before it becomes a salesman's downfall.

"We find only one campaign a year is not enough. Frankly, we'd like to have more factory incentive campaigns—like the last one Oldsmobile ran with Belnap & Thompson."

Belnap & Thompson, Inc.

Palmer House, Chicago, Ill.

DETROIT INCENTIVE CENTER
2930 W. Grand Blvd.

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Who's Who in the Auto Industry

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fornia and Arizona. L. H. Odell, pres.; N. F. Lawler, vice-pres., sales; William Rose, vice-pres., research and oprns; James L. Murphy, vice-pres., company relations; G. E. Mack, vice-pres., treas. **Chicago Rep.**—A. A. Hayden, Foster & Kleiser Co., 400 N. Michigan ave., Chicago 11, Ill.

FOSTER-BUILT BUNKERS, INC., 757 W. Polk st., Chicago 7, Ill. Dry ice truck bunkers (refrigeration units). L. R. Foster, pres. **Adv. Agcy.** — Frank C. Nahser, Inc., Chicago, Ill.

FOSTORIA PRESSED STEEL CORP., Fostoria, O. Infra-red drying and baking equipment, lighting equipment, pumps. R. J. Carter, pres.; E. L. Bates, vice-pres., secy.; R. H. Carter, vice-pres.; H. Turner, works mgr.; P. Krupp, asst. mgr. sales; I. J. Barber, chief engr. and vice-pres.; R. Hill, pur. agt.; P. Jones, traf. mgr. **Det. Rep.**—Fostoria Pressed Steel Corp. (Factory Branch), 47 E. Canfield. **Adv. Agcy.**—Howard Swink, Inc., Marion, O. Paul W. Kohler, acct. exec.

FOUR WHEEL DRIVE AUTO CO., Clintonville, Wis. Four and six-wheel drive trucks, fire engines, earth boring and line construction and maintenance units, winches, derricks, trailers (utility), utility small tools and accessories. Ben W. Heineman, chmn. of bd.; R. A. Olen, pres.; James A. Driessen, exec. vice-pres.; S. H. Sanford, secy.; G. F. DeCoursin, vice-pres. sales; H. G. Engel, special accts. mgr.; R. C. Taylor jr., domestic sls. mgr.; A. J. Danley, dir. pub. rel.; A. J. Laack, adv. and sls. prom. mgr.; Howard Canada, mgr. of serv. and parts div.; G. D. Simonds, vice-pres. engr.; L. J. Pinkowsky, pur agt. **Adv. Agcy.**—The Brady Co., 12th Floor, Zuelke bldg., Appleton, Wis. R. H. Brady, pres.

FOX PRODUCTS CO., 4720 N. 18th st., Philadelphia 41, Pa. Battery chargers and testers, automatic valves and other metal specialties. J. B. Godshalk, pres.; E. C. Reichard, vice-pres.; D. W. Ogilvie, vice-pres. in chge. of sales; L. A. Medlar, design engr.; W. Hamilton, serv. mgr.; J. G. Blumenthal, pur. agt. **Adv. Agcy.**—Benham Advertising, Philadelphia 2, Pa.

FOXCRAFT PRODUCTS, P. O. Box 128, Huntingdon Valley, Pa. Fender skirts, windshield visor, spare wheel carriers. Jack Finkle, partner, treas.; Jules Finkle, partner, traf. mgr.; Moe Finkle, partner, sales mgr. **Det. Rep.**—Denton Hassell. **Adv. Agcy.**—Shaw & Schrieber, Philadelphia, Pa.

FRAM CORP., Providence 16, R. I. Oil, air, fuel and water filters and replacement cartridges. Steven B. Wilson, chmn. of bd.; T. H. Belling, pres.; D. A. Glover, secy.; James E. Bigwood, vice-pres., treas.; A. F. Pettet, vice-pres., gen. mgr.; Hedden V. Miller, gen. pur. agt; Howard E. Robinson, vice-pres., chge. of sales; R. T. Kosten, sales mgr. (jobber div.); Harry K. Nagel, sales mgr. (export div.); Lester F. Barnes, adv. mgr.; William Arnold, traf. mgr. **Mfrs. Sales Div.**—Fram Corp., Dexter 2, Mich. Ralph H. Card, vice-pres.; R. G. Hogan, sales mgr. **Adv. Agcy.**—VanSant, Dugdale & Co., Inc., 15 East Fayette st., Baltimore 2, Md. C. M. Buchanan, acct. exec.

FRANKLIN BODY & EQUIPMENT CORP., 1042 Dean st., Brooklyn 38, N. Y. Ambulances, mobile dental labs., hospitals and blood banks, refrigerated bodies, buses, police patrol units and van bodies. Max Raskin, pres., treas.; Barnett Parker, vice-pres. pur. agt.; Leon Raskin, secy.; J. Seigel, wks. mgr.; Wm. Raskin, sales mgr.; Daniel Giannetti, traf. mgr. **Adv. Agcy.**—Givaudan Adv., Inc., New York, N. Y.

FRANKLIN CO., INC., BERNARD, 2906 Hedley & Bath sts., Philadelphia 37, Pa. Steel shelving, parts bins, factory stools, stock carts, hand and platform trucks, dollies. R. Bernard, E. Featherman, vice-presidents; S. Weiss, sales mgr.; H. S. Gibbson, adv. mgr.

FRANKLIN MANUFACTURING CO., INC., 65 Twenty-second N. E., Minneapolis 12, Minn. Battery chargers, testing equipment (electrical), oil changers. M. L. Pugh, pres.; R. G. Pugh, vice-pres. (refrigeration), gen. mgr.; L. Pugh, secy.; I. Proulx, treas.; K. Dawkins (automotive), gen. mgr.; D. Rousan, vice-pres. chge. production; J. Hammon, vice-pres. chge. sales; W. C. James, sales mgr.; R. Pfleider (refrigeration), chief engr.; B. W. Alwin, pur. agt.; Geo. Shavor, parts and acces. mgr.; T. Hackney, traff. mgr.

FRASER PRODUCTS, Div. of Detroit Gasket and Mfg. Co., 501 W. Chisholm st., Alpena, Mich. Seat covers, floor coverings, rear compartment mats. L. H. Diehl, pres., gen. mgr.; J. L. Barrett, W. E. Ritter, L. H. Diehl jr., vice-presidents; E. W. Diehl secy.-treas.; Herman Baehr works mgr.; R. A. Blanchard, sales and adv. mgr., C. H. Strauss, pur. agt. **Adv. Agcy.** — Castle-Werner, Inc., Detroit, Mich. Richard Werner, acct. exec.

FREEMAN & FREEMAN, INC., 600 Grant st., Denver 3, Colo. Porcelainize. William A. Freeman, pres.; Walter M. Appel, vice-pres.; Mildred A. Freeman, secy.-treas.; Kenneth A. Carter, gen. mgr.; Orville J. Grisier, adv. mgr.; A. E. Bugenhagen, works mgr.; William F. Newton, sales mgr. **Adv. Agcy.**—George S. Minot, Adv., Alameda, Calif.

FRICK-GALLAGHER MFG. CO., Wellston, O. Steel shelving, parts bins, rotating bins, rotating nail bins, rotating drill rod racks, rotating tube racks, warehouse tables, pallet racks. Joe P. Gallagher, pres.; Harold J. Geitz, vice-pres., gen. mgr.; Paul H. Frick, secy.-treas., adv. and sales mgr.; A. Horton, traf. mgr.; E. L. Forstner, asst. sales, adv. mgr.; E. H. Mount, chief engr.; Jos. Carey, pur. agt. **Det. Rep.**—Robert W. Rediski, 18444 Grand River. **Adv. Agcy.**—John P. Eldridge, 1015 Packard bldg., Philadelphia 2, Pa. John P. Eldridge, act. exec.

FREIZ INSTRUMENT DIV., BENDIX AVIATION CORP., 1400 Taylor ave., Baltimore 4, Md. Meteorological instruments, thermistors, liquid level alarms and indicators, pressure switches, thermistor temperature indicators, temperature controllers, recorders. LeRoy D. Kiley, gen. mgr.; John W. Hammond, gen. sales mgr.; L. E. Wood, chief engr.; H. J. Grady, pur. agt.; George Kerr, serv.-sales supervisor. **Adv. Agcy.**—MacManus, John and Adams, Bloomfield Hills, Mich.

FRIDEN CALCULATING MACHINE CO., INC., San Leandro, Calif. Automatic calculators, adding machines, add-punch machine, computyper. Walter S. Johnson, pres.; P. R. Samwell, vice-pres. of mfg.; L. B. Taylor, vice-pres. of mktg.; Dunstan Gross, vice-pres. of research and development; Stanley M. Friden, vice-pres. of export; John M. Lund, chmn. of exec. com.; Charles T. Gruenhagen, secy.-treas.; Earl B. Olson, pur. agt., Charles Blank, traf. mgr.; George Beeken, adv. mgr.; J. H. Lund, sales prom. mgr.; Russell Ketchum, serv. mgr. **Det. Rep.**—Friden Calculating Machine Co., Inc., 2110 Park ave. **Adv. Agcy.**—J. Walter Thompson, San Francisco, Calif. R. A. Hink, acct. exec.

FRIGIKAR CORP., 1602 Cochran, Dallas, Tex. Refrigerated car and truck air conditioners. Bert J. Mitchell, pres.; Barron M. Moody, Production vice-pres.; Frank Priest, office mgr.

FRUEHAUF TRAILER CO., 10940 Harper ave., Detroit 32, Mich. Truck trailers, truck bodies, truck tanks. Roy Fruehauf, pres.; H. R. Fruehauf, 1st vice-pres.; Fred Burnham, fin. vice-pres.; Roy W. Jacobs, vice-pres., secy.; W. N. Barker, exec. vice-pres.; R. Rowan, contr.; C. L. Schneider, vice-pres., dir. sales; F. S. Neumann, sales mgr.; H. J. Biers, serv. mgr.; A. E. Williams, vice-pres., dir. engrg.; Neil McCracken, dir. pur.; A. L. Rich, traf. mgr.; Norman A. Rowe, dir. of adv. **Det. Rep.**—W. Dawe, W. Fort and Swain. **Adv. Agcy.**—The Allman Co., Inc., Detroit.

FRY-DULUTH, INC., Buford, Ga. Seat covers. M. W. Pittard, pres., gen. sales mgr.; A. Y. Pittard, vice-pres., res. mgr.; R. J. Lynott, prod. mgr.

FRY PRODUCTS, INC., 5765 Woodward, Detroit, Mich. Seat covers. W. L. Fry sr., pres., sales mgr.; Leo Easterman, vice-pres., chief engr.

FUELCHARGER CORP., 8800 Grinnell ave., Detroit 13, Mich. Gasoline injection systems for spark ignition engines, automatic speed-density air-fuel mixture controls, quick-come apart, easy clean nozzles, etc. Ben G. Parsons, pres.; M. D. Parsons, vice-pres., treas.; J. A. Mallory, secy.; J. J. Smith, chief engr. **Adv. Agcy.** F. W. Marschner, Fisher bldg., Detroit, Mich.

FULLER MFG. CO., Prouty st., Kalamazoo 13F, Mich. Truck transmissions. J. Seton Gray, chmn. of bd.; E. L. Ludvigsen, pres.; Harold E. Brey, exec. vice-pres.; W. E. Niness, vice-pres., sales; T. Backus, vice-pres., engrg., E. A. Pullan, secy. and treas.; M. F. Payne, wks. mgr.; J. A. Packard, sales mgr. (original equip.); L. C. Butler, sales mgr. (serv.); B. S. Tooker, serv. mgr.; F. H. Havens, transmission engr.; R. B. World, pur. agt.; J. L. McDonald, asst. pur. agt. **Adv. Agcy.**—Spencer Curtiss, Inc., Indianapolis, Ind.

FULLER TOOL CO., 4000 W. Eleven Mile rd., Berkley, Mich. Special cutting tools of high-speed steel and tungsten carbide, Walter Fuller, gen. mgr.; Wm. Fuller, prod. mgr.; Edward Fuller, sales mgr.; James, George and Ernest Fuller, all partners; John Marlin, pur. agt. **Adv. Agcy.** — Hall-Scott. John Rogers, acct. exec.

FULTON CO., THE, 1912 S. 82nd st., Milwaukee 14, Wis. Sun shields, trailer couplings and hitches, bumper clamps, retractable caster wheels, jet aerial boosters, trailer tongue stands, mirror glareshields, traffic light finders, auto garment hanger, frame bumper hitch, inside visors, general purpose winches and winch stands. A. L. Fulton, pres.; James Toussaint, vice-pres.; J. N. Johnson, secy. and pur agt.; R. K. Smith, sales mgr.; G. E. Worcester, asst. sales mgr. **Adv. Agcy.**—Thorp Adv., West Allis, Wis.

FULTON SYLPHON DIV., Robertshaw-Fulton Controls Co., 2400 Cumberland ave., Knoxville 1, Tenn. Bellows, bellows devices, seals, automotive thermostats. John Robertshaw, pres.; F. G. Cross, vice-pres., gen. mgr.; J. R. Holcombs, asst. secy.; R. A. Sterling, asst. treas.; S. W. Steele, gen. oprns. mgr.; G. L. Ogdin jr., gen. sales mgr.; E. D. Rogers, adv. mgr.; C. D. Branson, chief engr.; Raphael Semmes, pur. agt.; F. W. Coker, asst. pur. agt.; J. R. Ruggles, pub. rel. mgr. **Det. Rep.** — George F. Schnell, 8406 W. McNichols rd., Detroit. **Adv. Agcy.** — Arndt - Preston - Chapin, Lamb & Keen, Inc., Philadelphia, Pa.

FUTURELINE CORP., 173 W. Madison st., Chicago, Ill. Auto safety belts. Sid Lewis, pres. **Adv. Agcy.** — The Phil Gordon Agency, Inc., Chicago, Ill. Philip W. Abrams, acct. exec.

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G AND M BATTERY CO., INC., 2620 W. Warren ave., Detroit 8, Mich. Batteries (auto, bus, truck, industrial). Mike L. Kelly, pres.; John H. Giles, vice-pres.; Donald J. Coller, secy.-treas.

G. M. CO. MANUFACTURING, INC., 1308 43rd ave., Long Island City 1, N. Y. Tire and compression gauges, valve caps, tire valve tools, paint sprayers, tire pumps, valve grinders, drills, saws, wrench sets, arbors, chucks, drill attachments, hobby bench grinders, hobby hammers, hobby hand drills, hobby pliers, 3-in-1 screw drivers, plumb bob, 4-in-1 screw drivers, 6-in-1 utility hammer, ball peen, 6-in-1 utility hammer claw; chisel sets. Geo. S. Iskyan, pres., treas., gen. mgr.; Leo G. Wolfensohn, vice-pres., sales mgr.

GABRIEL CO., 1148 Euclid ave., Cleveland 15, O. Direct acting shock absorbers. John H. Briggs, pres.; L. W. Klein, vice-pres. chge. of sales; P. Leone, vice-pres. chge. of oprns.; A. P. McDiarmid, vice-pres. chge. of fin.; C. R. Wefler, secy.-treas.; I. J. Samuelson, plant mgr.; Ralph H. Whisler jr., chief engr.; H. J. Christ jr., dir. of pur. **Det. Rep.**—E. A. Bachle, 2205 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Keeling & Co., Inc. Chamber of Commerce bldg., Indianapolis, Ind.

GAGNIER FIBER PRODUCTS CO., 10151 Capital ave., Oak Park, 37, Mich. Fasteners for attaching trim and insulator

(Continued on Page 231)

If all cars with Rochester Carburetors were painted orange . . .

MAIN STREET, U.S.A., would look like this!

They're going to town with Rochester! **Nearly half the new cars on the street are equipped with Rochester Carburetors. And there's good reason. They're *rugged* . . . specially designed, engineered and built for service on today's high-compression, high-performance engines. They're *reliable* . . . deliver the right mixture at the right time for maximum performance. They're real *misers*, too . . . wring extra mileage out of every gallon of gas. The finest engines in the world rely on Rochester Carburetors. You'll find they're standard equipment on the new Cadillac, Buick, Oldsmobile, Pontiac and Chevrolet.**

CARBURETORS BY ROCHESTER PRODUCTS

ROCHESTER PRODUCTS DIVISION, GENERAL MOTORS CORP., ROCHESTER, N. Y.

Who's Who in the Auto Industry

(Continued from Page 230)

panels, moulding, etc., to metal structure. **George E. Gagnier, pres.; F. T. Gagnier, vice-pres.; N. M. McCubbin, secy-treas.; R. E. Scott, engr.**

GALE HALL ENGINEERING, INC., North Hampton, N. H. Mile-o-meters, vacuum gauges, compression gauges. Charlton D. Putnam, pres.; Blair R. Macomber, treas. **Adv. Agcy.**—Central Advertising Service, Boston, Mass. Robert Aronson, acct. exec.

GALION ALLSTEEL BODY CO., S. Market, Galion, O. Hydraulic hoists, platform bodies, hydraulic tailgates, conversion hoists, semi-trailer bodies, garbage bodies, steel dump bodies, telescopic hoists, rock bodies. David Van Alystyne jr., chmn. of bd.; E. Paul Monroe, pres.; Oliver C. Henkel sr., vice-pres. sales and engrg.; Alfred Dangler jr., exec. vice-pres. mfg.; J. Robert Mellish, secy-treas.; Ralph Deems, asst. treas. and asst. secy.; M. E. McLeod, contr.; D. J. Redmond, asst. to sr. vice-pres.; E. E. Smalley, sales prom., adv. mgr.; S. A. Loveless, mgr. of mfg.; Richard Heinlen, pur. agt.; Dale Mulvaney, per. dir.; D. G. Strothers, vice-pres.—Vault div.; A. J. Sagner, vice-pres.—Star div.; Fred Biszantz, vice-pres.—research and development. **Adv. Agcy.**—Palm & Patterson, Cleveland, O.

GALION INTERNATIONAL, INC., 1042 Dean st., Brooklyn 38, N.Y. Dump bodies and hydraulic hoists, load-evators, package dump trailers. Max Raskin, pres., treas.; Barnett Parker, vice-pres., pur. agt.; Leon Raskin, secy.; J. Seigel, works mgr.; Wm. Raskin, sales mgr.; Daniel Giannetti, traf. mgr. **Adv. Agcy.**—Givaudan Advertising, Inc., New York, N. Y.

GANTNER INDUSTRIES, INC., 5726 Dempster st., Morton Grove, Ill. Metal and plastic Kleenex tissue dispensers, auto Kleen-site for windows and windshields. Edward G. Gantner sr., pres.; Robert J. Gantner, vice-pres.; Edward G. Gantner jr., treas.; A. W. Klobucar, secy.; Robert J. Hagerty, dir. of sales. **Det. Rep.**—Dwight M. Nelson Corp., 1410 Fisher bldg., Detroit, Mich.

GARDNER DISPLAYS CO., 467 Melwood st., Pittsburgh 13, Pa. Traveling shows, expandable truck bodies, exhibits, animated models, training aids, point of sale displays. M. C. Stetter, chmn. of bd.; G. C. Stetter, pres.; J. M. Crookston, secy.-treas.; Edward DeLuca, vice-pres. sales. **Det. Rep.**—Gardner Displays Co., Frank T. Noftz, 810 Book Tower bldg., Detroit 26. **Adv. Agcy.**—Walker & Downing, Oliver bldg., Pittsburgh, Pa. Don MacDonald, acct. exec.

GAR WOOD INDUSTRIES, INC., Wayne Mich. Hydraulic hoists, dump bodies, "Load-Packer" refuse collection bodies, elevating end-gates, truck winches, pole derricks, truck cranes, hydraulic snow plow controls. E. F. Fisher, pres.; E. R. Leeder, exec. vice-pres.; M. G. Peck, vice-pres. sales; A. J. O'Brien, vice-pres. engr. and mfg.; J. W. Considine, treas.; R. G. Hostetter, dir. ind. rel.; H. H. Hippler, gen. sales mgr.; R. W. Zahniser, adv. and sales prom. mgr. **Adv. Agcy.**—Meldrum and Fewsmith, Inc., Cleveland, O. Edwin Mammen, acct. exec.

GATES RUBBER CO., THE, 999 S. Broadway, Denver 17, Colo. Fan belts, radiator and heater hose for cars and trucks and fractional HP belts for light machinery and equipment. C. C. Gates, pres.; John Gates, secy.-treas.; Charles Korsoski, vice-pres. (automotive and hardware div.); D. D. Minshall, sales mgr. (automotive div.); Ralph Heckman, adv. mgr.; Harry D. Brown, dir. of pur.; W. H. Button, traf. mgr.

GATES MFG. CO., INC., 415 W. 11th st., Indianapolis 7, Ind. Automobile seat covers. R. E. Gates, pres.; J. M. Kline, vice-pres., sales mgr.; Vere Ransdell, treas., pur. agt.; Franklin Kreps, works mgr. **Adv. Agcy.**—Sass & Sogard, Indianapolis, Ind. Larry Sogard, acct. exec.

GAY-LORD AUTOMOTIVE DIV., Gaylord-Shelton, Inc., 1918 Prairie ave., Chicago 16, Ill. Wire wheel discs, wheel discs, headlight domes, other automotive items and accessories. R. K. Gaylord, pres.; Irving Richard Green, exec. vice-pres.; James K. Gaylord, vice-pres.; James R. Cunningham, sales mgr. **Adv. Agcy.**—Rothbardt & Haas Adv. Inc., 154 E. Erie, Chicago, Ill. A. M. Rothbardt, acct. exec.

GEAR GRINDING MACHINE CO., 3901 Christopher, Detroit 11, Mich. Universal joints (constant velocity); geargrind machines for grinding gears, splines, rods, serrations, contract custom grinding, Detroit Screwmatic 750 (single automatic screw machine), etc. E. D. Leon, pres.; D. D. Felske, vice-pres. sales; L. C. Hatch, secy.-treas.; R. J. Welk, pur. agt.; W. F. Wilson, vice-pres., eng. and operations. **Adv. Agcy.**—Holden-Chapin-LaRue, Inc., Detroit. Robt. LaRue, acct. exec.

GEHRINGER & FORSYTH, 16151 James Couzens hwy., Detroit 21, Mich. Wool and synthetic fabrics, genuine leather, imitation leather, carpeting, functional decorative plastics, upholstery buttons, wire mesh belts, alloy baskets and fabrication. Ray E. Forsyth, pres.; Charles L. Gehringer, vice-pres.; Earl R. Forsyth, treas.

GEM MFG. CO., 2535 S. State st., Chicago 16, Ill. "Caddy" headlight rims, headlight and fender trims, bull noses, grille and hood ornaments, and bicycle ornaments. Sam Menashe, pres.; Lillian Menashe, secy.-treas.

GEMMER MFG. CO., 6400 Mt. Elliott ave., Detroit 11, Mich. Steering gears. Frederick M. Hammond, pres., gen. mgr.; William A. Blume, vice-pres. sales; Chas. F. Hammond jr., vice-pres., engrg.; Edward P. Hammond jr., secy.; Peter P. Lilley, treas.; John W. Gunn, sales mgr.; Chas. Schook, serv. mgr.; Frank I. Webster, pur. agt.; Robert Berry, asst. pur. agt. **Adv. Agcy.**—Betteridge & Co.

GENERAL ARMATURE & MFG. CO., Lock Haven, Pa., Mill Hall, Pa. and Atlanta, Ga. Armatures, generators, starters, field coils, fractional horsepower motors and electric rotating motors designed for special application. W. J. Skamarak, exec. vice-pres. and gen. mgr.; A. D. Mehall, treas. and contr.; A. C. Potratz, secy., asst. treas. and works mgr.; L. H. Yoxtheimer, asst. sales mgr.; W. H. Lee, engrg.; L. B. Brown, pur. agt. **Adv. Agcy.**—Cahn-Miller, Inc., 413 N. Charles, Baltimore 1, Md.

GENERAL AUTOMOTIVE SPECIALITY CO., INC., 10-40 45th ave., Long Island City 1, N. Y. Switches for starting, lighting and ignition. Ben F. Hermann, pres.; Eugene Herman, works mgr.; Abe Jaffe, chief engr.; Paul Mannina, pur. agt. **Det. Rep.**—Mark L. Berman, 2722 Webb ave.

GENERAL ELECTRIC CO., Minature Lamp Dept., Nela Park, Cleveland 12, O. "All-Weather" headlamps, utility lamps, spotlights, truck, miniature signal utility lamps and glow lamps. K. G. Reider, gen. mgr.; W. H. Robinson jr., mgr. marketing; J. W. Fleischer, mgr. Motor City Sales dist. **Adv. Agcy.** — Batten, Barton, Durstine and Osborn, Inc., Cleveland, O. Horace Curtis, acct. exec.

GENERAL FINANCE CORP., 184 W. Lake st., Chicago 1, Ill. Automobile financing, small loans, insurance. Byron S. Coon, chmn. of bd.; Ray E. Titus, pres.; Robert Scott, fin. vice-pres., treas.; E. F. Wonderlic, adm. vice-pres.; G. K. Grabbe, secy.; E. O. Giesel, vice-pres.; Paul H. Brown, vice-pres.; F. J. Caar, vice-pres. and gen. counsel.

GENERAL MOTORS ACCEPTANCE CORP., 1775 Broadway, New York 19, N. Y. Sales financing. Charles G. Stradella, pres.; Willcox B. Adsit, G. ArDee Ames, James D. Deane and Charles P. Fiske, exec. vice-presidents; Gavin Brackenridge, James A. Callan, Elmer E. Hutcheson, Charles E. Maloney, John H. Norweb, John M. Pomeroy, Carroll P. Richards, William G. Schick, John B. Wright, John O. Zimmerman, vice-presidents; James J. Hanley, treas.; William D. Rhew, secy.; Joseph W. Weigert, auditor. **Adv. Agcy.**—Campbell-Ewald Co., Inc., New York, N. Y.

GMC TRUCK & COACH DIV., 660 South blvd., E., Pontiac, Mich. Light, medium and heavy trucks (gas and diesel); intercity and parlor coaches (gas and diesel); parts for above. P. J. Monaghan, gen. mgr.; T. E. Wilson, gen. mfg. mgr. Y. P. Blair, div. compt.; R. C. Woodhouse, gen. sales mgr. (trucks); A. S. McEvoy, fleet div. mgr. (trucks); J. P. McManus, dir. of pur.; C. V. Crockett, chief engr.; E. P. Crenshaw, gen. sales mgr. (coaches); E. A. Maxwell, pers. dir.; B. W. Crandell, dir of pub. rel.; H. T. DeHart, merch. mgr.; E. W. Hall, adv. mgr. (coaches); E. W. Allen, asst. chief engr.; Sheldon Little, asst. chief engr.; A. A. Shantz, asst. fleet div. mgr. (trucks); W. L. VandeWater, nat. fleet sales mgr. (trucks); J. M. Gilroy, asst. gen. sales mgr. (trucks); G. W. Sheldon, asst. gen. sales mgr. (trucks); P. S. McNellis, asst. dir. of pur.; R. H. Gillespie, eastern reg. mgr. (trucks); J. E. Singer, southern reg. mgr. (trucks); G. R. Blackburn, central reg. mgr. (trucks); J. R. Clements, western reg. mgr. (trucks). **Adv. Agcy.**—Kudner Agency, Inc., 575 Madison ave., New York, N. Y.

GENERAL MOTORS CORP., 1775 Broadway, New York 19, N. Y.; General Motors bldg., Detroit 2, Mich. Automobiles, trucks, diesel locomotives, diesel marine and industrial engines, aviation motors, electric refrigerators, electric motors and products pertaining thereto. Albert Bradley, chmn.; Harlow H. Curtice, pres.; Ivan L. Wiles, exec. vice-pres. of dealer rel.; Louis C. Goad, exec. vice-president; Don E. Aherns, Harry W. Anderson, Charles A. Chayne, Robert M. Critchfield, John J. Cronin, Nelson C. Dezendorf, Frederic G. Donner, Harley J. Earl, Paul Garrett, James E. Goodman, R. Samuel McLaughlin, John F. Gordon, Lawrence R. Hafstad, Harold L. Hamilton, Henry M. Hogan, Ellis S. Hoglund, William F. Hufstader, Thomas H. Keating, Carl H. Kindl, Roger M. Kyes, Philip J. Monaghan, Edward B. Newill, Cyrus R. Osborn, Edward Riley, Mason M. Roberts, Ivan L. Wiles, Sherrod E. Skinner, Clarance Stanley, Jack F. Wolfram, George Russell (financial staff); Richard C. Gerstenberg, treas.; Ralph C. Mark, compt.; George A. Brooks, secy.

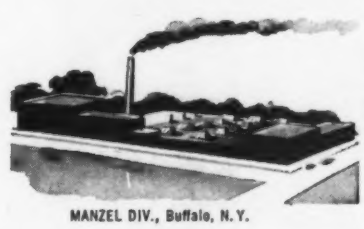
GENERAL PETROLEUM CORP., 612 S. Flower st., Los Angeles 54, Calif. Gasolines, lubricating oils and greases. R. L. Minckler, pres.; J. A. Grace, secy.; P. S. Magruder, exec. vice-pres.; T. P. Simpson, vice-pres., dir. of mfg.; J. C. Sample, vice-pres., dir. of mktg.; J. T. Durkee, treas.; B. F. Ball, gen. sales mgr.; F. C. Meunier, mgr. adv. and sales prom.; P. J. Whiteley, pur. agt.; James Ross, asst. pur. agt.; G. H. Supple, vice-pres., dir. of transportation, W. B. Curtis, pub. rel. mgr. **Adv. Agcy.**—Stromberger, LaVene, McKenzie, 600 S. Lafayette Park Place, Los Angeles 57, Calif.

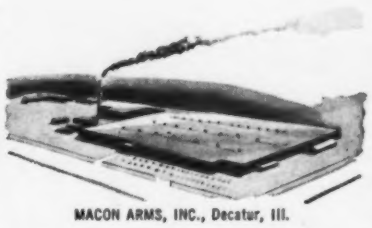
GENERAL RADIATOR, INC., Mt. Vernon, Ill. Radiators, radiator cores, oil coolers, heat transfer equipment. Malcolm E. Henning, pres.; gen. mgr.; George N. Olson, vice-pres.; Jacqueline Osterman, secy. and treas.; Kenneth A. Olson, wks. mgr.; David Schafale, chief engr.; William E. Hood, pur. agt. **Adv. Agcy.**—Carney Advertising Agency, Inc., Milwaukee 3, Wis.

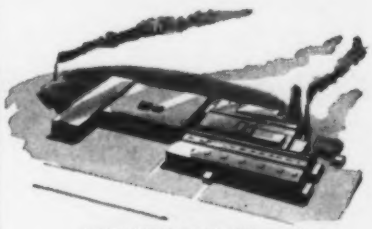
GENERAL TIRE & RUBBER CO., 1708 Englewod ave. at Holmes st., Akron 9, O. Automobile, truck, farm, airplane, industrial tires and tubes; tire fabrics; tools and machines; jet assist take-off units; missile rockets; rocket chemicals; mechanical goods; moving pictures. W. O'Neil, chmn. of the bd. and pres.; M. G. O'Neil, exec. asst. to the pres.; T. F. O'Neil, C. J. Jahant, L. A. McQueen, D. A. Kimball, H. A. Bellows, J. E. Powers, H. M. Dodge and C. F. O'Neil, vice-presidents; F. W. Knowlton, secy.; T. S. Clark, treas.; J. L. Mead, dir. of mfg.; L. L. Higbee, trade sales mgr.; A. R. Carr, mgr. automobile tire sales; K. A. Dalsky, commercial sales mgr.; R. H. Harrington, adv. dir.; J. G. Ragsdale, adv. mgr.; S. M. Cramer, asst. adv. mgr.; Ken Dight, sales prom. mgr.; W. C. Weirath, mgr. Kraft system; D. A. Kepler, dir. of pur.; J. J. Goldie, dir. of distribution; Richard Bailey, traf. mgr.; E. B. Butler, pub. rel. dir. **Det. Rep.**—Don E. Casterline, branch sales mgr.; J. J. Mulcahy, W. A. Mays, Hal E. Glass, mfrs. sales, 5919 Cass ave., Detroit, Mich. **Adv. Agcy.**—D'Arcy Advertising Co., Cleveland, O. S. P. Seward, acct. exec.

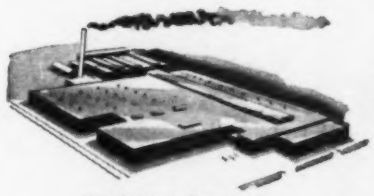
GENEVA MFG. CO., 4th and Stevens, Geneva, Ill. Parts catalog holders or racks, and salesman's carrying cases. Rhoades V. Newbell, pres.; Carl Leathers, works mgr. **Adv. Agcy.**—Connor Associates, Aurora, Ill.

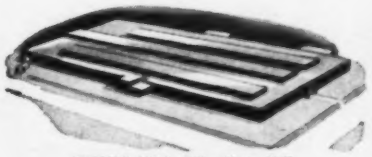
(Continued on Page 234)


MANZEL DIV., Buffalo, N.Y.


MACON ARMS, INC., Decatur, Ill.

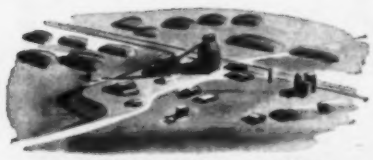

NORTH CHICAGO DIV., Chicago, Ill.


DECATUR DIV., Decatur, Ill.

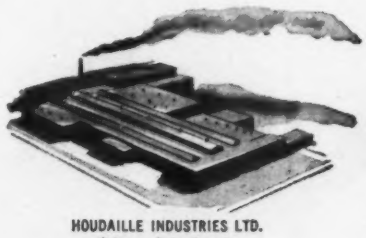

BUFFALO ARMS, INC., Akron, N.Y.

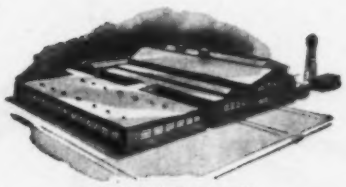
DETROIT DIV., Detroit, Mich.

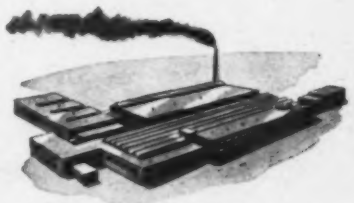
FAIRMOUNT TOOL & FORGING, INC.
Cleveland, Ohio


CONSTRUCTION MATERIALS—14 strategic locations in New York, Pennsylvania & New Jersey

HUNTINGTON DIV., Huntington, W. Va.


HOUDAILLE INDUSTRIES LTD.
Oshawa, Ont., Canada


CHICAGO DIV., Chicago, Ill.


BUFFALO HYDRAULICS DIV.
Buffalo, N.Y.

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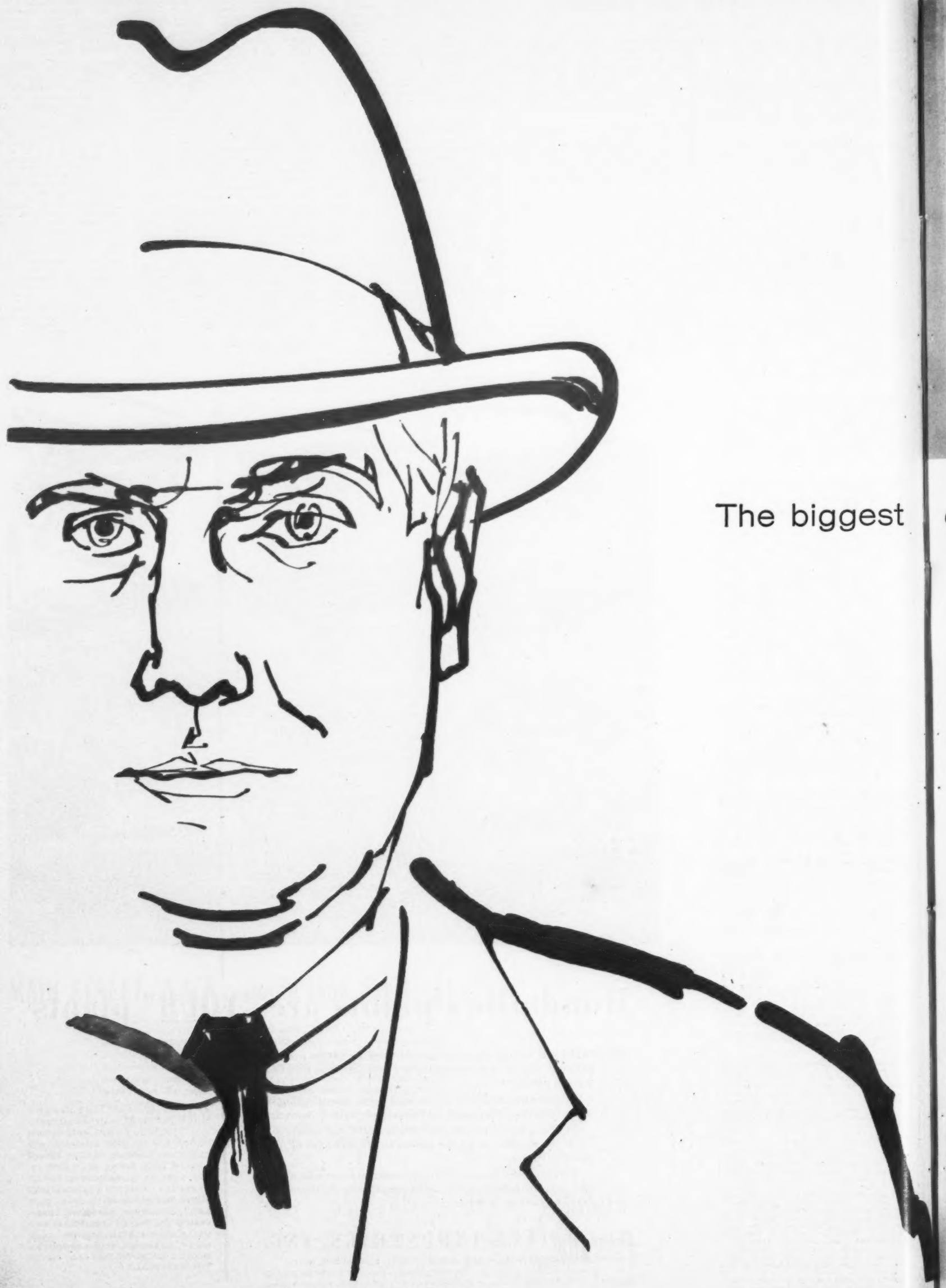

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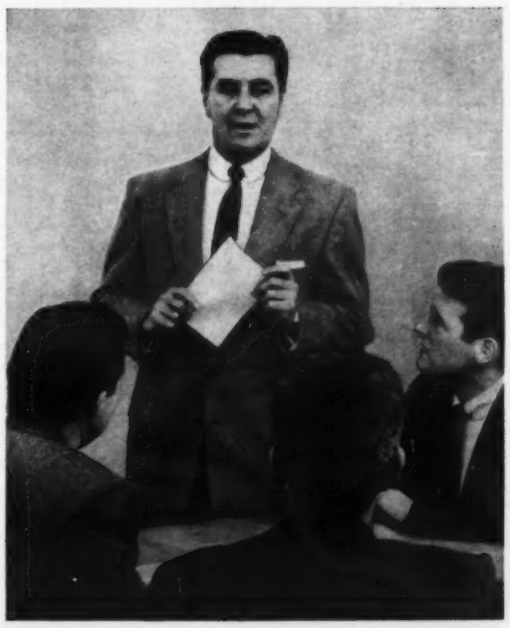

*and influential people

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Who's Who in the Auto Industry

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GEOMETRIC TOOL CO. DIV., Greenfield Tap & Die Corp., Blake and Valley sts., New Haven 15, Conn. Die heads and taps, chasers for geometric die heads and taps, chaser grinding fixtures. D. G. Millar, pres.; John Watson, gen. mgr.; F. O. Mavis, compt.; G. A. Denison, sales mgr.; R. C. Helbig, adv. mgr.; D. P. Robinson, pur. agt.; **Det. Office**—2870 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Richard Bruce, Inc., Greenfield, Mass. Richard R. Bruce, pres., acct. exec.

GERITY-MICHIGAN CORP., 1365. E. Beecher st., Adrian, Mich. Copper nickel, chrome silver and gold plated automotive and appliance hardware parts. James Gerity jr., pres.; James J. Murtagh, exec. vice-pres.; Walter C. Lok, vice-chmn., vice-pres.; George S. Scott, vice-pres. and sales mgr.; W. F. Stueve, treas.; J. Cary Thompson, secy.; Carl Rhoades, works mgr. **Adv. Agcy.**—McManus, John & Adams, Bloomfield Hills, Mich.

GERRARD STEEL STRAPPING DIV., United States Steel Corp., 2915 West 47th st., Chicago 32, Ill. Steel Strapping, round and flat, steel strapping equipment and accessory items. H. G. Walter, pres.; H. M. Reed, vice-pres. sales; Miss G. Muth, secy.; A. R. Vogt, treas.; A. R. Johnson, asst. sales; R. R. Wyckoff, adv. mgr.; E. C. Barker, chief engr.; K. A. Smith, dir. of pur.; G. E. Lloyd, traf. mgr. **Det. Rep.**—C. L. Rettich, 6432 Cass ave. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc. Grant bldg., Pittsburgh 19, Pa. H. E. Otto acct. exec.

GERSTENSLAGER CO., E. Bowman st., Wooster, O. Automotive stampings, custom built bodies (trucks). E. P. Martin, pres. and gen. mgr.; R. K. Shoolroy, vice-pres.; E. M. Martin, secy. and treas.; W. D. Johns, sales mgr.; E. K. Emerson, adv. mgr.; H. F. Stull, pur. agt.; E. M. Gordon, chief engr.; F. Eaton, traf. mgr.

GIBRALTAR HYDRAULICS, INC., P. O. Box 205, Arcade, N. Y. Wheeled hydraulic garage jacks. George Trefts, pres.; R. Lane, vice-pres.; B. E. Prescott, secy.-treas.; H. W. Backes jr., sales mgr.

GILBERT & BARKER MFG. CO., Cold Spring ave., West Springfield, Mass. Automotive lubrication equipment (hand operated), air compressors, hydraulic lifts, gasoline pumps, oil burners, oil heating equipment. I. C. Jacobs, pres.; T. C. O'Donnell, exec. vice-pres.; J. A. MacDonnell, sales mgr.; E. A. Sundburg, vice-pres., treas.; W. S. Hendry, secy., asst. treas.; Lawrence Marchese, asst. sales mgr.; R. B. White, adv. mgr.; H. O. Grimmelsen, works mgr.; H. D. Foss, pur. agt.; W. H. Albro, asst.; Wm. Hocker, traf. mgr. **Det. Rep.**—D. F. Gray, 11220 Ashbury st., Cleveland, O. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y. Geo. Sisler, acct. exec.

GITS MOLDING CORP., 4600 W. Huron st., Chicago 44, Ill. Custom injection plastic molding; Crystal-Seal and Multiple-Shot. Pik-Nik-Pak sets, flashlights, pocket knives, switch plates, Protecto shields, Paper-Kaddy memo cases, key containers, key tags. J. P. Gits, pres. and gen. mgr.; J. A. Gits, vice-pres. and treas.; Wm. G. Bacon, gen. sales mgr.; J. A. Gits jr., pur. agt. **Adv. Agcy.**—L. W. Byrnes & Company, Chicago, Ill.

GLADDEN PRODUCTS CORP., 635 W. Colorado blvd., Glendale 4, Calif. Air-cooled engines and motorcycles. John N. Gladden, pres.; J. E. I'Anson, exec. vice-pres.; G. Brashears, secy. and treas.; E. Dave, works mgr.; Howard Burell, gen. mgr.; J. Wade Brunson (eng.) sales mgr. and adv. mgr.; V. Brown, pur. agt.; Howard Forrest, chief engr., engine div.

GLAMUR PRODUCTS INC., 119 S. McBride st., Syracuse 3, N. Y. Instant car upholstery cleaner. Jack B. Hosid, pres.; Bernard Sarkin, vice-pres.; Gerald Grillot, secy.; Sol C. Loeb, treas.; Jerry Kearns, sales mgr. **Det. Rep.**—Albert T. Kalman, 715 E. Lincoln ave., Royal Oak, Michigan. **Adv. Agcy.**—Rockmore Advertising Agency, New York, N. Y. Leonard Schaub, acct. exec.

GLASS CENTER ENTERPRISES, INC., 128 Summit, Toledo 4, O. Portable glass scratch polisher, glass storage racks. Howard R. Sattler, pres., treas., and gen. mgr.; M. C. Sattler, vice-pres.; Arthur W. Weber, secy.

GLASS LABORATORIES, INC., 863 65th st., Brooklyn 20, N. Y. Magnetic auto utility trays, silvatrim-door edge and protector. Abraham Shanok, pres.; Jesse P. Shanok, vice-pres.; Victor Shanok, secy.-treas. **Adv. Agcy.**—Furman Co., New York, N. Y.

GLASER LEAD CO., INC., 31 Wyckoff ave., Brooklyn 37, N. Y. Acid core solder, body solders, hot tinning sticks and powder, cold tinning compound, aluminum cold tinning compound, soldering salts and fluxes, babbitt metals, radiator acid brushes. Simon Glaser, pres.; Robert Glaser, vice-pres.

GLOBE HOIST CO., 1000 E. Mermaid lane, Philadelphia 18, Pa.; also E. First and Court ave., Des Moines 6, Ia., also 1461 Canal ave., Long Beach, Calif. Hydraulic auto, bus and truck hoists; industrial, production and loading dock lifts and ramp levelers, hydraulic elevators. F. W. Swanson, chmn. of bd.; F. L. Bredimus, pres.; F. W. Swanson jr., vice-pres., treas. and chmn. of exec. committee; C. W. Brayton, secy.; Argus Leidy, vice-pres. in chge. of export sales and adv.; C. A. Starr, asst. treas.; Frank Breckenridge, vice-pres. in chge. of engrg. and mfg.; Wm. Craig, pur. agt.; Wallace Stein, plant mgr., Philadelphia; Gerald Talbot, plant mgr., Des Moines, John Gueen, vice-pres. in chge. of Long Beach plant. **Det. Rep.**—M. T. Obee, 1412 Stadium blvd., Ann Arbor, Mich. **Adv. Agcy.**—The Eldridge Co., Philadelphia, Pa. John Eldridge, acct. exec.

GLOBE-UNION INC., 900 E. Keefe ave., Milwaukee 1, Wis. Storage batteries, spark plugs. C. O. Wanvig sr., pres. and chmn. of bd.; G. C. French and C. O. Wanvig jr., vice-presidents; Wm. Wanvig, secy.; R. W. Conway, treas.; E. T. Foote, vice-pres., sales; W. E. Anderson, vice-pres., battery sales; W. B. Fyffe, vice-pres., special accounts; L. H. Hundt, adv. mgr. (globe div.); J. F. Harper, vice-pres. and chief engr.; J. J. Firer, traf. mgr.; H. Wilde, pub. rel. dir. **Det. Rep.**—J. T. Redmon, Suite 5-168 General Motors bldg. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee, Wis. George Callos, John Luick, acct. execs.

GLOSTEX PRODUCTS, INC., 1632 South Indiana ave., Chicago 16, Ill. Automobile seat covers. I. Herman, pres.

GOERLICH'S INC., 619 Smith st., Toledo 1, O. Passenger car mufflers, Hollywood-type mufflers, exhaust pipes, tail pipes, dual and header exhaust systems, clamps, brackets; tail pipe extensions, heavy service truck, tractor, bus mufflers and exhaust systems. John E. Goerlich, pres.; Byron H. Harris, vice-pres. in chge. of sales; Robert W. Gibson, secy. **Det. Rep.**—Ed Grosse. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Frank Itgen, acct. exec.

GOODALL FABRICS, 1430 Broadway, New York, N. Y. (Subsidiary of Goodall-Sanford, Inc.), a member of Burlington Industries, 301 N. Eugene st., Greensboro, N. C. Woven automotive upholstery fabrics and vinyl coated plastic fabrics for automotive trim. George E. Norman jr., pres.; Charles F. Myers jr., vice-pres.; Peter P. Shea, gen. mgr. Plastics Div., Reading, Mass.; R. F. Daughtera, sales mgr. **Det. Rep.**—Gehringer & Forsyth, 16151 James Couzens highway.

GODDISON MFG. CO., P. O. Box 128, Rochester, Mich. Polishing equipment and supplies, polishing compounds for lacquer and enamels, air operated vacuum cleaners. F. A. Weihe jr., pres., gen. mgr.; J. K. Yount, vice-pres.; G. G. Germaine, secy.-treas.; H. J. Breithart, sales mgr.

GOODMAN CORP., THE HERMAN E., T/A Hego Fabrics, 1457 Broadway, New York 36, N. Y. Fabrics for automotive seat cover trade. Herman E. Goodman, pres., sales mgr.; Louis schoenholz, vice-pres.; Robert Roberts, secy.

GOODRICH CO., B. F., Industrial Products Div., 500 S. Main st., Akron, O. Hose, belting, tank lining, miscellaneous molded parts and Koroseal materials. Clyde, O. DeLong, pres.; Rollin D. Hager, vice-pres. mfg.; Robert V. Yohe, vice-pres. sales; J. Gerber Thompson, treas.

GOODRICH CO., B. F. Tire and Equipment Div., 500 S. Main st., Akron, O. Arthur Kelly, pres.; Joseph A. Hoban, vice-pres. replacement sales; Emmett F. Tomlinson, vice-pres. equipment sales; J. Earl Gulick, vice-pres. mfg.; Wallace F. Bowman, treas.

GOODYEAR TIRE & RUBBER CO., INC., 1144 E. Market st., Akron 16, O. Tires, tubes, Industrial Rubber Products, aviation products, Pliofilm, Airfoam, rubber flooring, rims, shoe products. P. W. Litchfield, chmn. of bd.; E. J. Thomas, pres.; J. M. Linforth, vice-pres.; C. C. Gibson, assistant to vice-pres. (manufacturers sales). Manufacturers Sales Dept., Akron, O. **Det. Rep.**—P. K. Coe, asst. to vice-pres., J. A. Lawrence, J. A. Lucas, J. C. Wright jr., R. H. Horner, G. I. McBain, R. A. Smart, W. L. Minor, R. S. Harper, C. L. Seith, R. C. Nelson, R. F. Tomkinson and J. J. Buckley.

GOULD - NATIONAL BATTERIES, INC. First National Bank bldg., St. Paul 1, Minn. Automotive storage batteries. A H. Daggett, pres.; H. G. Barnes, vice-pres., sales; C. R. Backman, secy.; E. F. Cary, treas.; A. Sedgwick, vice-pres., compt.; H. J. McKay, vice-pres., prod.; F. H. Harris, brand sales mgr.; N. R. Farsje, R. W. Stoll, W. M. LaMayeau, natl. acct. sales; F. M. Brown, asst. sales; G. B. Wiegand, adv. mgr.; R. I. Bost, chief engr.; B. T. Rabuse, pur. agt.; L. Martin, traf. mgr. **Adv. Agcy.**—E. T. Holmgren, Inc., St. Paul 1, Minn. E. T. Holmgren, acct. exec.

GRAMM TRAILER CORP., Lima, O. Semi trailers, bulk cementers and flour vans, liquid transport tank trailers. Leonard Strick, pres.; Gordon J. Sliter, gen. mgr., treas.; E. A. Buxton, secy.; Norman E. Pfund, sales mgr.; G. P. Miller, chief engr.; V. D. Buchanan, pur. agt.; R. E. Linson, serv. mgr.

GRAND AUTOMOTIVE PRODUCTS, 2055 Ruby, Melrose Park, Ill. Dual systems, dual header systems, rear outlet manifold dual systems, steel pack mufflers, fiberglas pack mufflers, muffler clamps and factory duplicate muffler and tail-pipe hangers. R. Uslander, pres.; Glen Chapel, gen. mgr.; Geo. Christiansen, works mgr.; Joe Smith, sales mgr., sales prom. mgr.; Ed Rawsen, chief engr.; R. Schultz, pur. agt. **Adv. Agcy.**—A. Martin Rothbardt, Chicago, Ill.

GRAND SPECIALTIES CO., 3101 W. Grand ave., Chicago 22, Ill. Clamps, door holders, shop caddy, Fork-Lift Stacker, portable shop cranes, elevators and dumpers. A. M. Sasgen, pres. and treas.; M. F. Sasgen, vice-pres.; T. A. Mayer, secy.; Wm. T. Bardouski, sales mgr.; F. H. Hopfeld, chief engr. and pur. agt. **Adv. Agcy.**—Bozell & Jacobs, Inc., Chicago, Ill.

GRAPHIC SYSTEMS, 55 W. 42nd st., New York 36, N. Y. Graphic visual control systems for inventory, sales, scheduling, production, etc. in the automotive industry. Hines Hatchett, pres., gen. mgr. and sales mgr.; Jack Gallagher, secy. and treas. Victor Pribil, chief engr.

GRAPHO PRODUCTS, INC., Box 8406, Lawrence, Ind. Automotive water pumps, pump parts, packing, starting cranks. D. I. Smith, pres. and treas.; C. A. Wohlberg, vice-pres. and secy.; D. E. Hancock, factory mgr;. V. W. Garrison, pur. agt.

GRAY COMPANY, INC., 60 Eleventh ave., N. E., Minneapolis 13, Minn. Lubricating equipment, service equipment, work benches, oil dispensing equipment, motor oil pumps, paint and mastic pumps and spray equipment, etc. L. L. Gray, pres., treas. and gen. mgr.; H. A. Murphy, vice-pres.; R. J. Gray, chief engr., secy.; T. N. Berquist, asst. treas.; R. V. Gray, works mgr.; A. I. Schweppe and E. L. Niederloh, sales mgrs.; S. A. Fletcher, adv. and sales prom. mgr.; M. J. Endsley, serv. mgr.; W. F. Bloedow, pur. agt. **Det. Rep.**—Norman J. Levey, 2699 W. Grand blvd., Detroit 8. **Adv. Agcy.**—Alfred Colle Co., Minneapolis, Minn.

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GRAYMILLS CORP., 3705 N. Lincoln ave., Chicago 13, Ill. Parts cleaning machines, cold cleaning solvents, cleaning brushes, Raymond Hollis, pres.; Earl Scheibe jr., vice-pres. and works mgr.; E. Roels, sales mgr.. **Adv. Agcy.**—Ross Llewellyn, Chicago, Ill.

GRAYSON TOOL CO., Mail P. O. Box 528, Hastings, Neb. Bloguns, sprayer cleaners, piston ring compressors, hand oilers, air hose, air line fittings, hose clamps, heater hose, portable air tanks, screw starters. Distributors of Petersen Vise Grip wrenches, Tru-Flate products, Hanson Compression and Vacuum testers, timing lights, National Line Automotive Chassis Parts. A. G. Phillips, pres. and sales mgr. **Adv. Agcy.** — Buchanan Thomas Adv., Omaha, Neb.

GREAT AMERICAN INDUSTRIES, INC., Rubatex Div., Bedford Va. Closed cellular rubber; closed cellular vinyl sheets; vinylfoam. R. T. Dunlap, pres.; W. J. Maxwell, gen. mgr. and vice-pres.; Harold F. Ray, secy.-treas.; R. T. Dunlap, Jr., sales mgr.; W. C. Walters, asst. sales mgr.; King Daywalt, adv. mgr.; A. L. Munkres, chief engr.; Mary B. Dean, pur. agt.; L. A. Menning, traf. mgr. **Det. Rep.**—R. B. Harper Co., 814 Fisher bldg. **Adv. Agcy.**—Houck and Co., Roanoke, Va. Jeannette G. Thorne, acct. exec.

GREAT DANE TRAILERS, P. O. Box 1007, Savannah, Ga. Trailers (cargo vans, refrigerated vans, flat bed trailers, tank trailers, truck bodies. George A. Mercer jr., chmn. of the bd.; Christopher Hammond jr., pres.; George A. Mercer III, vice-pres.; Brooke Reeve jr., vice-pres.; L. H. Cassell, secy.; S. J. Kennard, sales mgr.; C. A. Inglesby, mgr. structural dept.; R. A. Jewell, chief engr.; J. A. Griner, serv. mgr.; J. C. Cheshire, gen. supt.

GREAT LAKES BROACH, INC., 25800 Groesbeck hwy., Roseville, Mich. Complete line of broaching tools, production broaching and jet engine parts mfg. Albin F. Fallon, pres.; Chester J. Fallon, vice-pres.; H. Howard, chief engr.; Christine Sherman, pur. agt. **Adv. Agcy.**—J. DuMahaut, Book bldg., Detroit 26, Mich.

GREAT LAKES CHEMICAL CO., P. O. Box No. 173, Canton, O. Chrome cleaner and chrome protector. C. A. Schatzman, sales mgr.

GREAT LAKES STEEL CORP., Div. of National Steel Corp., Tecumseh rd., Ecorse, Detroit 29, Mich. Hot and cold rolled sheets and strip, carbon and alloy bars, N-A-X high tensile steels. Paul Carnahan, pres.; A. E. Kadell sr., vice-pres.; Ross Wilkins, vice-pres., sales.

GREAT PRODUCTS, INC., P. O. Box 57, Fenton, Mich. Radiator pressure tester, radiator stop leak for franchises and industrial use, head gasket sealer. Fred D. Barton, pres.; Ethel A. Barton and Florence Gow, vice-presidents; William L. Christiansen, secy.-treas.; **Sales Rep.**—Great Products, Inc. and Bar's Products of Mich., 5871 S. Telegraph, Dearborn 9.

GREENE MFG. CO., INC., 1028 Douglas ave., Racine, Wis. Automotive grilles, stampings, mouldings. J. M. Hamilton, pres.; G. T. McNamara, vice-pres. and pur. agt.; C. A. Anderson, treas. and contr.; L. H. Hamilton, secy.; Jerry Harms, sales mgr.; Miss Myrle Valley, asst. secy.; Herbert Gatzke, plant supt.

GREENERD ARBOR PRESS CO., 41 Crown st., Nashua, N. H. Arbor presses, hydraulic presses and broaching machines. Warren L. Martin, pres., treas., gen. and sales mgr., pur. agt.; A. Stanley North, E. Douglas Baker, vice-presidents; Hazel B. Martin, secy.; P. A. LaFlamme, works mgr.; A. E. Chandler, chief engr. **Det. Rep.**—Chas A. Strelinger Co., 149 E. Larned st., Detroit 26, Mich.

GREENFIELD TAP & DIE CORP., Sanderson st., Greenfield, Mass. Taps, dies, gages, twist drills, reamers, end mills, screw extractors, screw plates, pipe threading sets. Donald G. Millar, pres., Robert Harper, vice-pres. and gen. mgr.; J. B. Roys, secy.-treas.; E. R. Koons, works mgr.; W. J. Eberlein, vice-pres. sales; W. L. Nelson, sales mgr.; R. C. Helbig, adv. mgr.; O. E. Koehler, chief engr.; J. W. Harrington, pur agt.; W. B. Hayes, traf. mgr. **Det. Rep.**—Branch office, 2870 E. Grand blvd., **Adv. Agcy.**—Richard Bruce, Inc., Greenfield, Mass. R. Bruce, acct. exec.

GREENLEE BROS. & CO., 2136 Twelfth st., Rockford, Ill. Multiple-spindle screw machines, "Hydro-Borer" precision boring machines, transfer-type processing machines, special metal-working machinery, and woodworking machinery. A. H. Eggers, pres., gen. and works mgr.; L. H. Geddes, exec. vice-pres., treas. and gen. sales mgr.; C. G. Wood, secy.; D. E. Hawkinson, vice-pres., machine tool sales and sales mgr. (special machine); H. V. Bailey (screw machine), J. A. Lengquist, (woodworking machine), sales mgrs.; R. E. Brightup, adv. mgr.; J. A. Jannenga, chief engr.; F. M. Keig, dir. of pur.; J. M. Stewart, pur. agt.; H. L. Peregoy, traf. mgr. **Det. Rep.**—E. C. Van Tiem, H. A. Miller, R. J. Piecuch, and Curt H. Starke, Greenlee Bros. & Co., 2842 West Grand blvd. **Adv. Agcy.**—Machine-Tool: E. R. Hollingsworth & Associates, Rockford, Ill. Budd A. Reesman, acct. exec. Wood-working Machinery: Howard H. Monk and Assoc., Inc., Rockford, Ill. L. I. Mayes, acct. exec.

GREENLEE TOOL CO., Div. of Greenlee Bros. & Co., 2136 Twelfth st., Rockford, Ill. Tools for woodworking machines: hollow chiseis and bits, machine bits, routing bits, countersinks, and special-purpose tools. Hand tools for working wood: auger bits, car bits, chisels, turning tools, and spiral screw drivers. Tools for electrical construction: hydraulic pipe benders, tubing benders, hydraulic pipe pushers, knockout punches, and cable pullers. A. H. Eggers, pres.; L. H. Geddes, exec. vice-pres. and treas.; C. G. Wood, secy.; R. J. Samuelson, vice-pres. sales; A. H. Hawkinson (western), R. W. Stevenson (eastern), sales mgrs.; R. E. Brightup, adv. mgr. **Adv. Agcy.**—Howard H. Monk and Assoc., Inc., Rockford, Ill. L. I. Mayes, acct. exec.

GREY-ROCK DIV. of Raybestos-Manhattan, Inc., Manheim, Pa. Brake lining, clutch facings. O. H. Cilley, vice-pres.; B. W. Luttenberger, works mgr.; G. W. Marshall jr., vice-pres. and gen. sales mgr., asbestos prod.; J. A. Wheatley jr., sales mgr.; S. R. Robinson, adv. mgr.; C. W. Sachs, asst. sales mgr.; F. R. Bitzer, pur. agt.; B. G. Herr, traf. mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Sherman G. Landers, acct. exec.

GRICO TWO AXLE DRIVE CO., 19848 W. Eight Mile rd., Detroit 19, Mich. Two-axle drives and trailing axles for trucks and service parts. Fred L. Stone, pres.; N. Glenn Franklin, gen. mgr.; Arthur F. Heacock, sales mgr.; Edison D. Amstutz, works mgr., pur. agt.; Robert Dickieson, chief engr. **Adv. Agcy.**—R. C. Robison and Associates, Birmingham, Mich.

GRIFFIN LAMP CO., Third and Sycamore, Hamilton, O. Lighting for commercial vehicles, truck mirrors, reflectors, flares, switches. Harold F. Griffin, pres., gen. sales and adv. mgr.; A. B. Dettmer, vice-pres., pur. agt.; A. G. Glorius, secy.-treas.; H. K. Watson, works mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. Victor Varmo, acct. exec.

GRISWOLD MFG. CO., F. T., 315 Lancaster ave., Wayne, Pa. Optical measuring tools, engine testing gages, carburetors. Frank T. Griswold jr., pres.; David H. H. Felix, treas.; R. W. Minnich, works mgr.; Russell Crawford, sales mgr.

GRIZZLY MFG. DIV., 700 W. Caroline st., Paulding, O. Brake lining for passenger cars and trucks, brake blocks for buses. F. W. Shelton, pres.; R. W. Smith, gen. mgr.; S. S. Maremont, plant supt.; J. R. Heath, sales mgr.; Tom Morgan, sales mgr. eastern divs.; E. L. Cody, sales mgr. western divs.; J. H. Peeper, pur. agt.; L. A. Wilhelm, traf. mgr. **Det. Rep.**—Jay Harris, 9730 Bunton rd., Willis, Mich. **Adv. Agcy.**—Waldie and Briggs, Chicago, Ill. Bruce Stabelfeldt, acct. exec.

GROBOSKI INDUSTRIES, INC., 6055 So. Ashland ave., Chicago 36, Ill., main office and mid-west warehouse, 319 W. Main st., Sheffield, Pa., plant and eastern warehouse. John Groboski, pres., plant mgr.; Joseph Groboski, sales mgr., treas.-secy.

GROOV-PIN CORP., 1125 Hendricks Causeway, Ridgefield, N. J. Groov-pins, grooved drive studs, tap-lok inserts. G. W. Bauerschafer, pres., gen. mgr.; R. G. Cummings, sales and adv. mgr.; E. F. Schniewind, vice-pres.; F. O. Becker, secy.-treas. and pur. agt.; H. D. Theuer, works mgr.; F. W. Braendel, chief engr. **Det. Rep.**—H. B. Schweppe, Basso bldg., 7338 Woodward ave. **Adv. Agcy.**—Thoma & Gill, 505 Main st., East Orange, N. J.

GROSS MFG. CO., INC., 1711 S. California, Monrovia, Calif. Tire and tube repair materials. D. T. Starr, pres.; W. M. Anderson, gen. mgr.; A. E. Pike, works mgr.; H. D. Wexelberg, sales and adv. mgr.; R. E. White, pur. agt.

GROTE MFG. CO., INC., Grote Square, Bellevue, Ky. Truck safety equipment: reflex reflectors, flares, marker and clearance lamps, stop and tail lamps, directional signals, switches, mirrors, back-up lamps, direction signal sets, fog lamps, warning lamps, tractor lamps. Reflective sheeting, diagonal striped truck door panels. W. F. Grote, pres.; Edward H. Paul, gen. sales mgr.; Walter A. Goes, sales mgr. automotive div.

GROVER COMPANY, 25525 West Eight Mile rd., Detroit 19, Mich. Pneumatic dispatch tube equipment. W. F. Grover, pres., gen. mgr., sales mgr.; W. Van Otteren, vice-pres.; A. M. Grover, secy. and treas.; B. J. Erdely, chief engr.; F. J. Phelps, pur. agt. **Det. Rep.**—P. J. Bernardi, 25525 W. 8 Mile rd., Detroit 19.

GROVER PRODUCTS CO., 1221 S. Hope st., Los Angeles 15, Calif. Pressure horns, vacuum horns for truck, car industrial and marine uses. C. A. Roesch, pres.; John W. Garver, vice-pres., secy. treas.; Laurence B. Gomez, sales mgr.; John A. Roesch, sales prom.

GROVER SMITH MFG. CORP., 850 E. Valley blvd., San Gabriel, Calif. Service station, garage, industrial and automotive lubrication equipment, heavy material handling pumps. W. M. Meeker, pres.; Lyle C. Randles jr., sales mgr.; Norman Wood, pur. agt.; **Adv. Agcy.**—T. L. Parkhouse, 1351 E. Colorado blvd., Glendale, Calif.

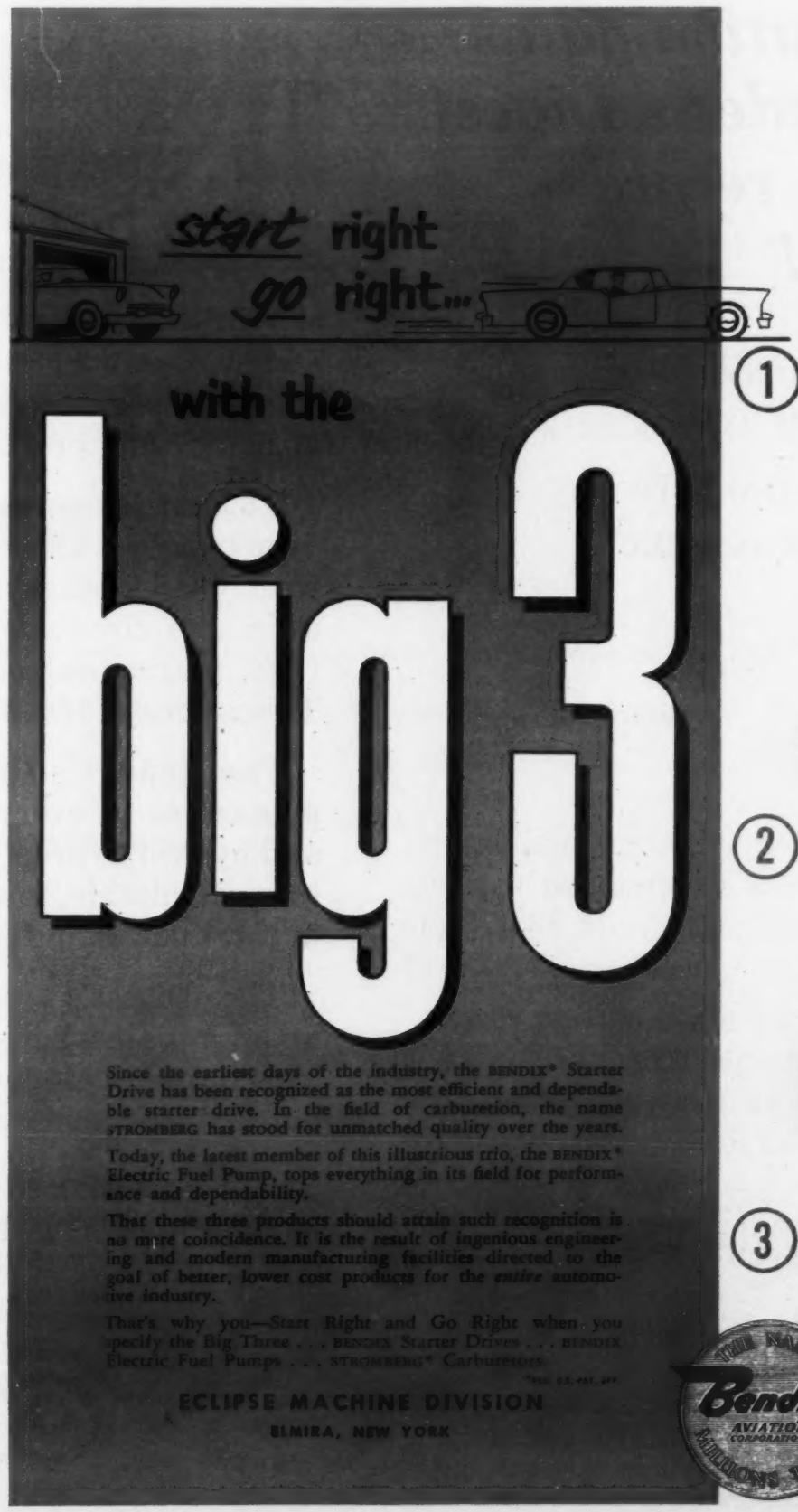
GUARANTEED PARTS CO., INC., Seneca Falls, N. Y. Ignition coils, distributor caps, distributor rotors, contact points, condensers, voltage regulators, vacuum chambers, horn relays, light relays, starter switches, dimmer switches, stop-light switches, accessory switches, starter and generator brushes, bushings, magneto contacts. Marco Hecht, pres.; R. L. Oughterson, adv. mgr; A. Villiers, gen. mgr. **Adv. Agcy.**—Spitz Adv. Agcy., Inc., Syracuse, N. Y.

GUARDIAN LIGHT CO., 500 North blvd., Oak Park, Ill. Fluorescent and incandescent floodlights, spot lights, poles, and special outdoor lighting equipment used for parking lots, used car lots, gas stations, etc. signs. C. E. Simmons, pres., treas.; E. J. Caspers, vice-pres., secy.; R. P. Summers, sales mgr.; W. S. Akely, chief engr.; W. C. Kaiser, pur. agt. **Det. Rep.**—Tom Downey, Downey Equipment Co., 7310 Grand River. **Adv. Agcy.**—Symmonds, MacKenzie & Co., 407 S. Dearborn st., Chicago, Ill. Frank Campbell, acct. exec.

GUIBERT STEEL CO., 4001 Windgap ave., Pittsburgh 4, Pa., Spalding 1-2345. Guibert products: Structural steel fabrication, convertible tow crane, tow lift bars, Karhome, safety turn bar. O. E. Guibert, pres.; O. E. Guibert jr., vice-pres., treas., and gen. mgr.; Jos. Stevens, secy.; L. W. Priddy, shop supt.; J. F. Reid, pur. agt.; J. E. Drylie, sales mgr., Specialty Products.

GUIDE LAMP DIVISION, General Motors Corp., 2915 Pendleton ave., Anderson, Ind. Lighting equipment for automobiles, trucks, buses, tractors, motorcycles, which include headlamps, tail lamps, parking lamps, license lamps, spotlamps, turn signal lamps, back-up lamps, courtesy lamps, etc.—also warning lamps, trailing implement lamps, Guidex reflex units, die cast stampings, and plastic parts. C. A. Michel, gen. mgr.; S. R. Conwell, sales and adv. mgr.; J. E. Turnquist, asst. sales mgr.;

(Continued on Page 238)



Since the earliest days of the industry, the BENDIX* Starter Drive has been recognized as the most efficient and dependable starter drive. In the field of carburetion, the name STROMBERG has stood for unmatched quality over the years.

Today, the latest member of this illustrious trio, the BENDIX* Electric Fuel Pump, tops everything in its field for performance and dependability.

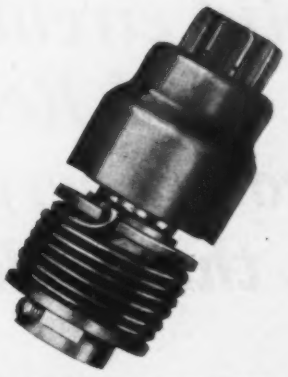
That these three products should attain such recognition is no more coincidence. It is the result of ingenious engineering and modern manufacturing facilities directed to the goal of better, lower cost products for the *entire* automotive industry.

That's why you—Start Right and Go Right when you specify the Big Three . . . BENDIX Starter Drives . . . BENDIX Electric Fuel Pumps . . . STROMBERG* Carburetors.

*REG. U.S. PAT. OFF.

ECLIPSE MACHINE DIVISION

ELMIRA, NEW YORK

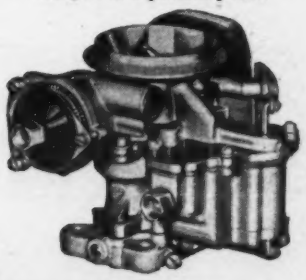


① **BENDIX* FOLO-THRU STARTER DRIVES**

The newest BENDIX Starter Drive is designed to crank your engine continuously until it is actually running. It *cannot* kick out of mesh with the flywheel ring gear due to weak explosions.

② **BENDIX ELECTRIC FUEL PUMPS**

Here is the pump that surpasses all pumps of its type with a delivery of more than 30 gallons per hour. Prevents vapor lock—gives better starts under adverse weather conditions and has unmatched long life and dependability. It is explosion-proof!



③ **STROMBERG CARBURETORS**

The quality carburetor of the industry. Combines low gas consumption with maximum horsepower performance and trouble-free operation.

THE NAME Bendix AVIATION CORPORATION MILLIONS TRUST

Export Sales:
Bendix International Division
205 East 42nd St.
New York 17, New York

1955 was the best year yet

Major magazines made solid circulation gains . . . and Reader's Digest broke every record in the book!

Throughout 1955, as in every recent year, the American public broke all records in its demand for the kind of information, inspiration and entertainment that magazines provide.

With constantly increasing leisure time, and ever-growing incomes, people are pursuing wider interests in all phases of life at home and abroad.

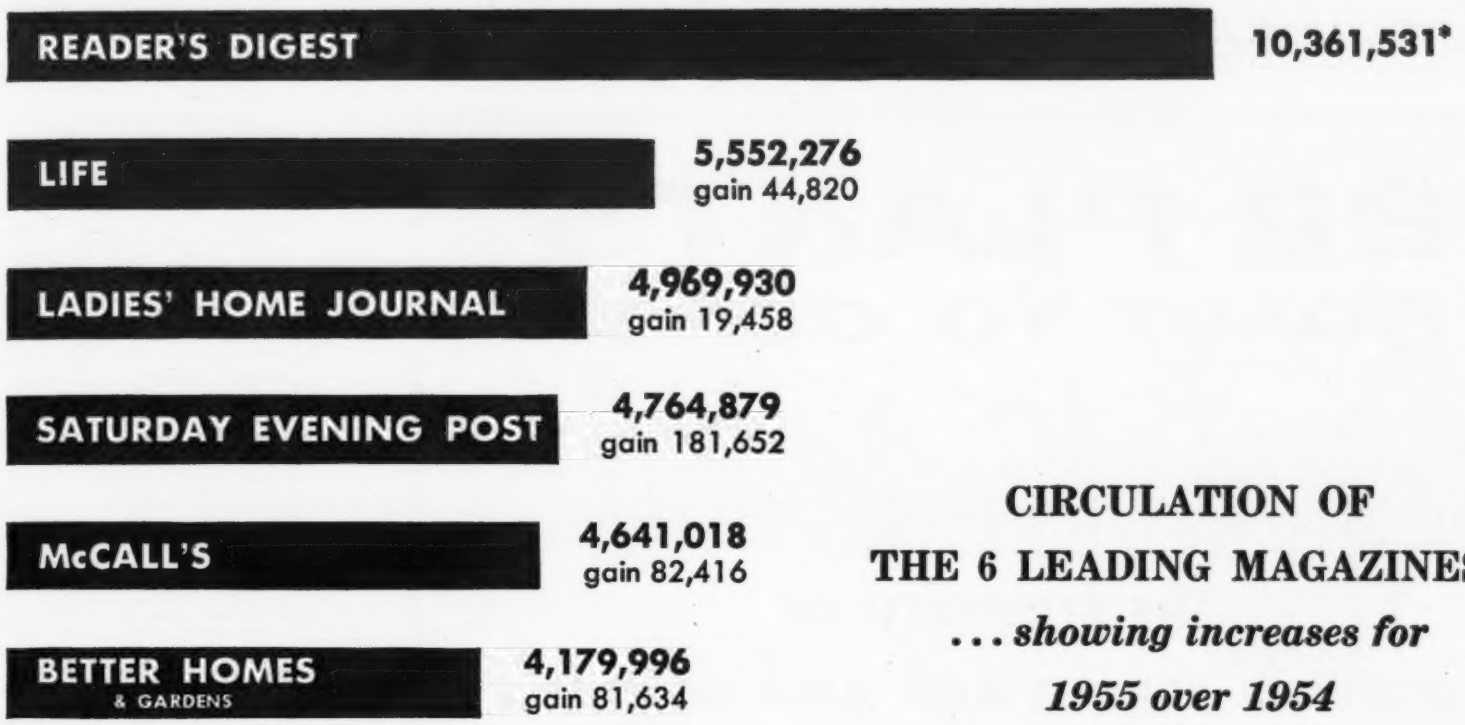
To feed these interests, Americans last year bought a record number of monthly, weekly and other periodicals. The total estimated circulation of all ABC audited U. S. magazines in 1955 was 166,286,858. This is a rise of 13% in the 5 years since 1950.

The Reader's Digest led all general magazines in every circulation category and by every yardstick. It placed No. 1 in total circulation, in total subscriptions and in total newsstand sales.

The Digest's average circulation per issue for the last half of 1955 was 10,361,531. This is the largest coverage of the American market ever achieved by any publication with audited circulation.

We wish it were possible to list the circulation records of all America's fine magazines. But we can show you recent records of the leading magazines—the ones readers buy and read in greatest volume.

for magazine reading



CIRCULATION OF THE 6 LEADING MAGAZINES**

. . . showing increases for 1955 over 1954

*Reader's Digest circulation gain, although unprecedented, was not recorded by ABC because Reader's Digest was not a member of ABC in 1954.

**Figures, for last six months of each year, are from ABC publishers' statements.

The Digest figures are for its *U. S. edition alone*, while the figures for the other magazines are for the *U. S. and Canada combined*. If the circulation of the Canadian editions of the Digest were included, its lead over the other magazines would be even greater. The Digest total would be 11,175,000.

Note to Advertisers: Not only did Reader's Digest lead all general magazines in every circulation category, it also delivered the largest bonus to advertisers. For the nine months of 1955 when it carried advertising, April-December, the Digest had an ABC net paid circulation average per issue of 10,377,658—a bonus of 377,658 above the Digest's rate base of 10,000,000 per issue.

Even without this bonus, however, advertisers are reaching the Digest's giant, responsive audience at lower "per 1,000 circulation" cost than in any of the magazines shown here.

People have faith in

Reader's Digest

Largest Magazine Circulation in the U. S.

Who's Who in the Auto Industry

(Continued from Page 235)

M. C. Lukens, serv. mgr.; R. N. Falge, chief engr.; R. W. Heaton, pur. agt.; D. D. Ifert, traf. mgr. **Det. Rep.**—E. S. Reynolds, S-128 General Motors bldg. **Adv. Agcy.**—D. P. Brother & Co., Detroit 2, Mich.

GULF OIL CORP.—GULF REFINING CO., Gulf bldg., Pittsburgh 30, Pa. Complete line of over 400 fuels and lubricants for automotive, industrial, farm, aviation and marine use. W. K. Whiteford, pres.; David Proctor, exec. vice-pres., R. G. Connolly, secy.; H. R. Moorhead jr., treas.; C. J. Guzzo, vice-pres., dom. mkt.; W. E. Dermody, adv. dir.; J. A. Burgess, asst.; E. F. Jacobs, sales prom. dir.; A. E. Urich, pur. agt.; W. M. Johnson, traf. mgr.; W. R. Huber, gen. mgr. pub. rel. **Det. Rep.**—Boydon Jann, district mgr., Gulf Refining Co., 1846-51 Penobscot bldg. **Adv. Agcy.**—Young & Rubicam, Inc., New York, N. Y.

GUNITE FOUNDRIES CORP., Rockford, Ill. Truck and trailer wheels, brake drums, cylinder liner castings, commercial steel castings. J. A. Forbes, chmn. of the bd.; D. P. Forbes, pres.; E. C. Fales, exec. vice-pres.; N. J. Schmidt, vice-pres. and treas.; G. R. Forbes, secy.; H. W. Small, sales mgr., automotive div.; W. H. Shinn, sales mgr., castings div.; S. A. Malthaner, chief engr.; W. T. Williams, pur. agt.

GUSTIN BACON MFG. CO., 210 W. 10th, Kansas City, Mo. Automotive thermal and acoustical insulation. A. L. Gustin jr., pres.; J. D. Simmons, exec. vice-pres.; F. H. Ebbert, vice-pres. **Det. Office**—W. F. Skinner, 18323 James Couzens hwy., Detroit, Mich.

H

H. D. T. COMPANY FACTORS, INC., 275 Ferris ave., White Plains, N. Y. Blue Coral and Blue Coral preservative sealer. Harry D. Triantafillu, pres., treas. and gen. mgr.; G. V. V. Triantafillu, vice-pres.; M. F. Clarke, secy.

H & H PRODUCTS MFG. CO., P. O. Box 2333, Terminal Annex, Los Angeles 54, Calif. Portable: Battery re-ionizers and fast chargers in combination with or without air compressor for tire inflation or paint spraying. Battery testers. E. F. Henkle, gen. partner; L. P. Henkle, lim. partner.

H & M TOOL CO., 24062 Orchard Lake rd., Farmington, Mich. Diesel ejector drills, carburetor gun reamers, step drills, step reamers, internal back-off tools, chambering reamers and headspace gauges. H. J. Mallett, pres.; M. E. Mallett, secy. and treas. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. W. H. Spinning, acct. exec.

HAARTZ AUTO FABRIC COMPANY, 3 Bridge st., Newton, Mass. Convertible auto topping. John C. Haartz jr., pres.; R. N. Butterfield jr., vice-pres. and sales mgr.; A. N. Butterfield, secy.; H. R. Leeke, treas. **Adv. Agcy.**—Cotter Advertising Agency, Boston, Mass.

HABERSTUMP - HARRIS, I N C., 10463 Northlawn ave., Detroit 4, Mich. Automotive and diversified experimental and short run sheet metal and machine fabrication. Designers and manufacturers of automatic clip guns and hoppers for feeding small parts. Engineering, product design and dev. Alfred H. Haberstump, pres. and treas.; E. C. Harris, vice-pres., secy.; William Engel, works mgr.; Donald W. Thull, sales mgr.; Aldor Reuterfors, chief engr. **Det. Rep.** — Donald W. Thull, 10463 Northlawn ave.

HACKNEY BROS. BODY CO., Herring ave., Ext. Wilson, N. C. Low and medium temperature refrigerator bodies, van bodies, school bus bodies. T. J. Hackney, pres., gen. mgr.; W. E. Titchener, vice-pres. and wks. mgr.; T. J. Hackney jr., secy., treas. and sales mgr.; J. M. Daniel jr., chief engr.; B. J. Williams, pur. agt. **Adv. Agcy.**—R. W. Youngsteadt, P. O. Box 2082, Raleigh, N. C.

HaDEES HEATER DIV., of The Gabriel Co., 1911 Harrison ave., Rockford, Ill. Car, truck and bus heaters, fans, defrosters and replacement parts. F. M. White, chmn. of bd.; E. A. Millheam, gen. mgr.; R. G. Charles, sales and adv. mgr.; R. M. Johnson, asst. sales; W. Zwierzycki, chief engr.; S. Anderson, pur. agt.; John Stanton, parts & acc. mgr. **Det. Office**—2205 Fisher bldg., Detroit, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Chicago, Ill.

HADLEY MFG. CO., 2221 Albion st., Toledo, O. Automotive air horns and compressor, truck model air horns. H. F. Hadley, pres.; V. Rohrbacker, secy.; D. Harrah, treas. **Det. Rep.**—R. H. Haynes, 2217 E. Jefferson ave.

HAHN MOTORS, INC., Third and Windsor sts., Hamburg, Pa. Commercial truck bodies, motorized fire apparatus, spangler conversion units, spangler dual trucks. Irvin F. Burkey, pres.; Thos. R. Confer, vice-pres.; Edw. C. Smith, secy., treas.; J. Wm. Putt, chief engr. and pur. agt.; G. D. Gambler, supt.

HALL LAMP CO., C. M., 1035 E. Hancock ave., Detroit 7, Mich. Automotive lighting, headlamps, tail lamps, parking lamps, interior lights and accessories, die castings (zinc), metal stampings, metal finishing, plating and painting. H. D. Hirsch, pres. and treas.; J. L. Keidan, secy.; L. J. Orjada, vice-pres. mfg.; T. F. Konefke, sales mgr.; S. S. Heithall, pur. agt.; Norbert Worden, chief engr.

HALL PLANETARY CO., 5561 Bayton st., Philadelphia 44, Pa. Planetary thread-milling machine; circular form milling machine, single and multiple heads; testing instruments; cutters; cutterblades, thread and circular form milling; arbors. Henry J. Leisner, Chas. K. Lennig jr. and Clarence A. Duffany, partners.

HALL-TOLEDO DIV., BAKER BROTHERS, INC., 138-142 Sylvania ave., Toledo 12, O. Eccentric valve seat grinder for aircraft, automotive and diesel production and service. A. L. Baker, pres.; G. V. C. Baker, vice-pres.; J. P. Flatter, secy., treas.; M. C. Gray, gen. mgr.; G. R. Bennett jr., sales mgr.; George Aberl, chief engr.; Richard Clement, pur. agt.

HAMBRO AUTOMOTIVE CORP., 27-29 West 57th st., New York 19, N. Y. Sole concessionaires in U. S. A. for Austin, Austin Healey, Morris Minor, MG, Magnette, Riley automobiles. Albert E. Birt, pres. and man. dir.

HAMILTON-WADE CO., 52-62 Haverhill st., Brockton 62, Mass. Automotive welts, gimps and binding (genuine and artificial leather, woven laces and other fabrics). James Christie, pres., treas., gen. mgr.; LeRoy F. Emery, vice-pres., prod. mgr.

HANCHETT MFG. CO., Big Rapids, Mich. Mfgrs. knife grinder, saw sharpeners and tools. Kent Hanchett, pres.; Fred Schaub, vice-pres.; Loren Hanchett, secy.; Carl Moline, treas.; Fred Risler, sales and adv. mgr.

HANCOCK MFG. CO., 225 N. Horton, Jackson, Mich. Automotive hardware. R. W. Hancock, pres. and gen. mgr.; G. P. Hooper, vice-pres.; E. F. Gauss, secy. and treas.; F. C. Janke, dir. of mfg.; L. George Hooper, sales mgr.; B. H. McCurdy, chief engr.; Rollo Marple, dir. of engrg.; J. B. Trail, pur. agt.; L. L. Henning, dir. of pur.; D. D. Hollinrake, per. mgr. **Det. Rep.**—George P. Hooper Co., 1914 Fisher bldg.

HANS INDUSTRIES, INC., EDMUND, 10650 Cloverdale, Detroit 4, Mich. Heaters for buses and trucks, air freshening systems for buses and trucks. Edmund Hans, pres. and treas.; Miriam Hans, vice-pres. and secy.; Robert Feldtman, dir.

HANSEN MFG. CO., 4031 W. 150th, Cleveland 11, O. Fluid Line couplings, hose fittings. F. E. Hansen, pres. and treas.; R. J. Borneman, vice-pres. and gen. mgr. L. J. Hansen, vice-pres., sales; E. C. Wrahse, asst. secy., asst. treas.; B. W. Manning, asst. gen. mgr.; J. A. Becks, works mgr.; M. J. Nelson, chief engr.; Wm. A. Drexler, pur. agt.; W. Berwing, traffic mgr. **Det. Rep.**—Wm. H. Nash Co., 10300 Grand River. **Adv. Agcy.**—R. T. Brandt, Inc., B. F. Kieth bldg., Cleveland, O.

HARDING MFG. CO., INC., 10600 Gratiot ave., Detroit 13, Mich. Electroplating and rust proofing via barrel, still tank, automatic. Geo. W. Harding, pres.; Wm. Savin, treas. and pur. agt.

HARLEY-DAVIDSON MOTOR CO., 3700 W. Juneau ave., Milwaukee 1, Wis. Motorcycles, sidecars, Servi-Cars, package trucks. William H. Davidson, pres.; Gordon M. Davidson, vice-pres.; Walter C. Davidson, secy.; Joseph Kilbert, sales mgr. (domestic); Ralph Loeffler, sales mgr. (export); Walter E. Kleimenhagen, adv. mgr.; Joseph Ryan, serv. mgr.; Harry Devine, parts and acc. mgr.; William J. Harley, treas. and chief engr.; John Horn, pur. agt. **Adv. Agcy.**—Klau-Van-Pietersom-Dunlap Associates, Inc., Milwaukee, Wis. Richard Johnson, acct. exec.

HARMAN COLLINS SALES CORP., 5552 Alhambra ave., Los Angeles 32, Calif. Custom ground camshafts, magnetos, aluminum bronze faced flywheels, dual coil ignitions, repair camshafts, forged-true pistons and profile grinding. Clifford H. Collins, pres.; Sheldon C. Hoyt, sales mgr.; Frank J. Pommer, chief engr.; O. L. Carpenter, pur. agt.; Tim Withum, serv. mgr. **Det. Rep.** — Amster-Heiser Co., 11814 Buckeye rd., Cleveland, O.

HARRIS PRODUCTS CO., 6545 Carnegie ave., Cleveland, O. Rubber bushings, Torflex flexible bearings, rubber-and-metal bearings (silent bloc). M. J. Fleming jr., pres.; D. T. Bradley, vice-pres. engrg. and sales; E. T. King, vice-pres. mfg.; F. J. Gubernot, treas. and secy.; R. T. Drake, chief engr.; E. G. Vulku, pur. agt.; C. C. Casper, sales office mgr. **Det. Rep.**—L. C. Winslow, 16583 James Couzens, Detroit 21.

HARRISON RADIATOR DIV., General Motors Corp., Washburn st., cor. Walnut, Lockport, N. Y. Automotive radiators, heaters, defrosters, thermostats, oil coolers, air conditioning systems, heat exchangers. E. D. Rollert, gen. mgr.; G. H. Hetley, div. compt.; E. J. Reilly, gen. sales mgr.; F. J. Watkins, asst. sales mgr. (automotive); W. A. Jack, asst. sales mgr. (automotive); F. J. van Horn asst. sales mgr. (heat exchanger); M. J. Wick, serv. mgr.; J. R. Holmes, chief engr.; J. K. Bush, mgr. of prod. control and pur.; C. A. McNaboe, pur. agt.; C. G. Harrer, traf. mgr. **Adv. Agcy.**—D. P. Brother and Co., Detroit 2, Mich.

HART MFG. & SALES CO., INC., 6639 N. E. Glisan st., Portland 13, Ore. Automobile polish, windshield and glass cleaner, and full line of hand soaps. Ben M. Hallyburton, pres. and sales prom. mgr.; M. J. Carroll, vice-pres. and gen. mgr.; Virginia L. Hallyburton, secy.; Roger K. Krieger, sales mgr. **Adv. Agcy.**—Autographic Studios, Portland, Ore., Tom Drake, acct. exec.

HART METAL PRODUCTS CORP., 3333 Hammond ave., Elkhart, Ind. Engineers and manufacturers of truck, bus, trailer, aircraft structural parts, panels and assemblies and custom fabrication. Thur Schmidt, pres.; R. L. Dillon, contr.; R. C. DuBois, vice-pres.; H. W. Winkler, gen. sales mgr.; S. J. Cypress, chief engr.; P. Zivkovich, vice-pres.; R. Armstrong, dir. of pur.; A. McDowell, plant supt. **Adv. Agcy.**—L. F. Schmidt & Assns., Chicago, Ill.

HARTFORD STEEL BALL CO., INC., 12 Jefferson ave., West Hartford 7, Conn. Steel balls, noncorrosive balls (bronze, monel metal, aluminum, stainless steel, copper, glass, nylon, bakelite), retainers, bearings, burnishing balls and shapes, cutting and burnishing barrels. Stephen V. Zavoico, pres.; Thomas H. Abbott, vice-pres.; W. Hardie Shepard, vice-pres.; Albert P. Hildebrandt, treas.; Robert B. Williams, contr.-sec.; Robert D. Sterling, factory mgr.; W. L. Forsyth, chief engr.; E. T. Nelson, pur. agt. **Adv. Agcy.**—F. W. Prelle Co., 95 Elm st., Hartford, Conn.

HASKELITE MFG. CORP., 701 Ann st., n.w., Grand Rapids 2, Mich. Metal-clad plywood and plastic insulated panels for truck bodies and other commercial uses. A. N. Williams, pres.; E. W. Stoner, vice-pres. in chge. of sales; W. Verhey, vice-pres. in chge. of prod.; W. A. Potchen, vice-pres. in chge. of engrg.; B. J. Werk, sales mgr.; F. W. Mitchell, pur. agt.; L. C. Preston, adv. mgr. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. L. A. Merchant, acct. exec.

HASSALL, INC., JOHN, Cantiague rd., Westbury, L. I., N. Y. Cold-headed fasteners: Special rivets, nails and screws. Theodore B. Smith, pres., treas.; William

(Continued on Page 239)

22 PLANTS COAST TO COAST

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Over the nation, there isn't a mile of traveled road, or a community where the products of Rockwell Spring and Axle Company are not contributing their essential part to the transportation, mechanical farming, industrial, and better living needs of the people.

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Wisconsin Axle Division
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Who's Who in the Auto Industry

(Continued from Page 238)

W. Smith, vice-pres., secy., pur. agt.; Edward F. Karnes, sales mgr.; John D. Brewer, adv. mgr., sales prom. mgr.; Carl Stadelmann, chief engr. **Det. Rep.**—Robert B. Ryan, The McLaughlin Co., 29503 W. Nine Mile rd., Farmington, Mich. **Adv. Agcy.**—Sanger-Funnell, New York, N. Y. Robert Neff, acct. exec.

HASTINGS MFG. CO., Thorne and Hanover sts., Hastings, Mich. Piston rings, aero-type spark plugs, oil filter cartridges. Casite and "drout," tools. A. E. Johnson, chmn. of bd.; Stephen I. Johnson, pres.; Harold P. Phillips, vice-pres. and chief engr.; Don A. Siegel, secy.-treas.; Ross R. Dunn, vice-pres. and dir. of sales; Byron K. Fletcher, sales mgr.; Don H. Collins, adv. mgr.; C. S. Morey, pur agt.; W. F. Smith, traffic mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. William M. Hutchison, acct. exec

HASTINGS MOTOR CO., INC., WARREN, 202 N. Front st., Mounds, Ill. Bumpa-Tel signs. Warren S. Hastings, pres.; Earlean R. Hastings, vice-pres. and secy.; R. Earl Tally, gen. mgr., pur. agt.; James William Sissom, works mgr.; John B. Vick, sales mgr.; Victor C. Dunning, asst. sales. **Adv. Agcy.**—K & S Advertising Co., Mounds, Ill.

HAVILAND CO., ARNOLD, Jackson st., Defiance, O. Mufflers, tail pipes, exhaust pipes. Arnold Haviland, prop.; H. E. Bailey, works mgr., pur. agt.; H. R. Haviland, sales mgr., chief engr.; A. P. Zarate, asst. sales; H. McKibben, traf. mgr. **Adv. Agcy.** — Seibert Advertising Service, Defiance, O.

HAWTHORNE METAL PRODUCTS CO., 4336 Coolidge rd., Royal Oak, Mich. Automotive stamping and assembly parts. Samuel E. Cornell, pres.; Bruce C. Cornell, vice-pres.; Frank H. Cornell, secy.; Jack Piercey, chief engr.; Leo G. Barger, pur. agt.

HAYES INDUSTRIES, INC., 437 Fern ave., Jackson, Mich. (Subsidiaries: Fifty Corp., 805 E. Edgerton, Bryan, O.; Fifty Plus Five Corp., 214 Defiance st., West Unity, O.) Automotive fans, mufflers, mouldings, aluminum and magnesium textile beams. (Subsidiary: Lite-metal Dicast, Inc.) diecastings from aluminum and magnesium. E. C. Hetherwick, pres. and gen. mgr.; G. B. Vass, exec. vice-pres.; Donald Bender, chief engr.; W. J. Donahue, secy. and treas.; R. J. Welihan, vice-pres. in chge. of sales; G. E. Clever, pur. agt.

HAYES METAL PRODUCTS DIV. — UNITED INDUSTRIAL CORP.—551 7th st., N. W., Grand Rapids 2, Mich. Manufacturers of automobile bodies and assemblies, metal products, stampings and dies. Rensselaer W. Clark, pres. and gen. mgr.; Edgar Washburn, vice-pres.; Eugene H. Glaettli, vice-pres. and contr.; Edward J. Lavallee, vice-pres.; August L. Nelson, vice-pres.; J. H. Lee, secy. and treas.; C. L. Carlley, pur. agt.; F. VanDomelen, asst.; L. Kloet, traf. mgr.; J. Rybarsyk, pub. rels. dir. **Det. Rep.**—H. A. Holmes, 710 Fox Theater bldg.

HECKETHORN MFG. & SUPPLY CO., 121 W. Alamo, Littleton, Colo. Shock absorbers, water nozzles, garden hardware. D. E. Buchanan, pres.; W. R. Heckethorn, exec. vice-pres. (sales); R. N. Galuppo, treas.; R. E. Duboc, exec. vice-pres. (prod.); F. S. Cowing, vice-pres. (prod.); John Hamill, gen. sales mgr.; Richard Crain, automotive sales mgr.; F. H. Winterer, sales mgr. spec. accts.; W. E. Dowling, chief engr.; J. J. Devlin, pur. agt.; J. E. McLean, traf. mgr. **Adv. Agcy.** — Rippey, Henderson & Kostka, Denver. Jack Hull, acct. exec.

HEET DIV., DeMert & Dougherty, Inc., 3001 W. 47th st., Chicago 32, Ill. Gas line anti-freeze, aerosol spray (plastic), aerosol spray enamels, insect killer, windshield anti-freeze cleaner. Leonard Dreil, pres.; Paul Peterson, works mgr.; Mark D. Aisner, sales mgr.; M. J. Kimmel, adv. mgr., gen. mgr., sales prom. mgr. **Adv. Agcy.**—Arthur Meyerhott & Co., Chicago, Ill. Marshall Kissel, acct. exec.

HEIL CO., 3000 W. Montana st., Milwaukee 1, Wis. Truck bodies and hoists, rock bodies, refuse units, platform conversion hoists, tailgate loaders, petroleum truck tanks, transport trucks, milk trucks, tanks, L. P. G. transport tanks, aircraft refuelers. Joseph F. Heil, pres.; Harold S. Falk, exec. vice-pres.; John Barclay, mgr. body and hoist div.; J. F. Heil jr (tanks); W. Carlson (hoists and bodies), sales mgrs.; Arnold Meyer, mgr. (tank); Don Fricker, adv. mgr.; Walter Lohman, dir. of pur.; John Norton, traf. mgr. **Adv. Agcy.**—Bert S. Gittins, Milwaukee, Wis.

HEIN-WERNER CORP., 1200 National ave., Waukesha, Wis. Hydraulic jacks, wheeled jacks, push and pull hydraulic jacks, bumper-lift jacks. G. G. Hein, pres., gen. mgr.; E. G. Bach, vice-pres.; J. D. Watson, secy.-treas.; H. J. Scullin, serv. mgr.; M. L. Lumb, pur. agt. **Adv. Agcy.**—Arthur Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

HEISLER MFG. CO., Hudson, Ia. Dual throated carb. and manifold, overdrive transmission, governors, live power take-off clutch, hydraulic pump couplers, manifolds, piston and sleeves. H. F. Heisler pres.; R. J. Wedemeier, pur. agt.

HELI-COIL CORP., Shelter Rock Lane, Danbury, Conn. Screw thread inserts and tools, thread repair kits. Louis R. Ripley, pres.; Eduard Baruch, exec. vice-pres.; Harold Nohe, secy., treas.; John M. Rabuse, orig. equip. sales mgr.; Fred J. Dunne, adv. mgr.; Robert H. Kane, asst.; Howard O. Haas, serv. mgr.; Leo J. Brancato, chief engr.; T. C. Gorman, pur agt. **Det. Rep.**—Hodgson-Geisler Co., 18917 James Couzens, Detroit 35, Mich. **Adv. Agcy.**—O. S. Tyson and Co., New York, N. Y. H. T. Herriott, acct. exec.

HELLER & CO., W. C., 2591 Express rd., Montpelier, O. Show cases, cabinets and kindred items. E. G. Heller, pres.; L. S. Heller, vice-pres.; W. C. Heller, secy., sales mgr. and adv. mgr.; J. B. Heller, treas.; R. L. Heller, works mgr.; P. L. Heller, pur. agt.

HELLER TOOL CO., Heller dr., Newcomerstown, O. Files American pattern, milled curved tooth, Swiss pattern; rotary, bumping; hammers (carpenter claw, ball pein, tire, trimmers', upholsterers'); chisels, punches, bearing scrapers. C. R. Barlow, mgr. **Det. Rep.**—G. D. Cline jr., 4461 W. Jefferson ave., Detroit 9, Mich.

HELLWIG PRODUCTS CO., INC., 6231 San Fernando, Glendale 1, Calif. Spring stabilizers, torque control units, overload springs. R. H. Hellwig, pres., chief engr.; Donald J. Hellwig, vice-pres.; Ethel M. Hellwig, secy., treas.; Martin Wolze, pur. agt.

HELM ACCESSORIES, INC., 5944 Casmere, Detroit 12, Mich. Genuine gold and chrome plated hood ornaments, custom made bases and fitting to eliminate drilling, futuristic streamlined custom accessories including license frames, fender markers, etc. Fred Helm, pres.; Carl Dahlen, vice-pres.

HELMS INDUSTRIAL DEVELOPMENT CO., 2730 Scotten ave., Detroit, Mich. J. B. Montgomery jr., pres.; W. N. Ericksen, sales mgr.; D. E. Williams, asst. sales mgr. **Adv. Agcy.**—James Reed, Grand Rapids, Mich.

HENDRY CO., C. J., 27 Main st., San Francisco 5, Calif. T.A.C. open end ratchet wrench, Henco magnalume "300" trouble light. Leland D. Adams jr., pres.; E. Nichols, mgr. (San Pedro store); James Stirling, pur. agt. **Adv. Agcy.**—Conley, Baltzer, Pettier & Steward, San Francisco, Calif. I. Baltzer, acct. exec.

HENNESSY SALES CO., JACK P., 12 Depot Square, Engelwood, N. J.; Midwest office, 244 East Pearson st., Chicago, Ill.; West Coast, P. O. Box 190, Van Nuys, Calif. Sales agency, tire changers, universal tire spreaders, tubeless tire band, headlight testers, impact tool and wheel balancer. Jack P. Hennessy sr., pres.; Jack P. Hennessy jr., vice-pres. and adv. mgr.; James D. Hennessy, vice-pres. and secy.; Robert A. Hennessy, vice-pres. and treas. **Adv. Agcy.**—Fairall Co., Des Moines, Ia.

HERBRAND DIV., Bingham - Herbrand Corp., 111 Stone st., Fremont, O. Forgings: connecting rods, steering knuckles, axles, other forgings for vehicles and general applications. Tools: wrenches (socket, box, open-end, combination, adjustable, pipe). Ratchet, pliers, screwdrivers, punches, chisel, body and fender tools, pry bars, hammers and special automotive tools. L. E. Yunker, pres.; T. A. McMullen, vice-pres. and gen. mgr.; A. D. Else, A. R. Karlovetz, sales mgrs.; G. H. Fromer, factory mgr.; R. F. Griffin, chief engr.; L. H. Andrews, contr.; J. A. Gotschalk, pub. and per. rel.; F. P. Schliebner, qual. and cont. mgr.; W. P. Hellwig, pur. agt. **Det. Rep.**—G. Bawden jr., 199 Pierce st., Birmingham, Mich. **Adv. Agcy.** — Slayton-Racine, Inc., Toledo, O.

HERCULES GALION PRODUCTS, INC., Galion, O. Hydraulic hoists and dump bodies, trailer dump bodies, farm conversion hoists, hydrauilc endgates, fertilizer spreaders, garbage and refuse collection bodies, overshot loaders and attachments, van bodies and cement mixers. David Van Alstyne jr., chmn. of bd.; E. Paul Monroe, pres.; Oliver C. Henkel sr., vice-pres., sales engr.; Alfred Dangler jr., exec. vice-pres. mfg.; D. G. Strothers, A. J. Sangner, Fred Biszantz, vice-pres.; J. Robert Melish, sec., treas.; Ralph Deems, asst. treas. and secy.; M. E. McLeod, contr.; E. E. Smalley, sales prom. and adv. mgr.; S. A. Loveless, mgr. of mfg.; Richard Heinlen, pur. agt.; Dale Mulvaney, pers. dir. **Adv. Agcy.**—Palm & Patterson, Cleveland, O.

HERCULES MFG. CO., 1501 W. Franklin st., Evansville 7, Ind. Bodies: panel, custom built, insulated, refrigerated, platform, grain and stock. F. R. Specht, G. M. Specht, partners; W. A. Caddick, treas.; J. H. O'Bryan, sales mgr.; G. C. Hartig, chief engr.; P. E. Adam, pur. agt.

HERCULES MOTORS CORP., 101 11th st., S.E., Canton 2, O. High speed, heavy duty, water cooled, internal combustion engines (gas, gasoline, kerosene, butane-propane and diesel). Charles Balough, chmn. bd. of dirs.; John C. Keplinger, pres.; A. R. Miller, vice-pres. in chge. of purs. and traf.; D. W. Latta, L. G. Downey, G. W. LaSalle, vice-presidents; J. D. Cook, secy. and treas.; F. H. Geisler, dir. of sales; H. E. Olson, factory mgr.; E. L. Latta, serv. mgr.; Dr. E. A. V. Horiak, chief engr.. **Adv. Agcy.**—Jay H. Maish Co., Marion, O. Ralph Heischman, acct. exec.

HERMAN BODY CO., 4400 Clayton ave., St. Louis 10, Mo. Refrigerated and standard forward control and flat face cowl delivery bodies, rear unit, van type delivery bodies, automatic pre-pack refuse and garbage collection aid disposal unit. Carl G. Strandlund, pres., gen. mgr; L. H. Courtney, vice-pres., admin. asst.; John A. Zenzen, gen. sales mgr.; Charles Grady, contr.; Eldon F. Miller, chief engr.; Victor Kuba, plant supt.; Irwin W. Busse, sales mgr., Std. Body Div.; Walter M. Gonzenbach, sales mgr., Bottlers and Brewers Body Div.; Burton W. Mayfield, sales engr., Refrigerated Body Div.; Talty Wall, pur. agt. **Adv. Agcy.**—Martine Flaugher, cable address, Hermanbody.

HERRON-ZIMMERS MOULDING CO., 3900 E. Outer dr., Detroit 34, Mich. Stainless steel mouldings and stampings. O. D. Herron, pres. and gen. mgr.; J. H. Zimmers, vice-pres.; J. O. Dillenberger, sec. and treas.; D. Hunter, works mgr.; V. Hufnagel, chief engr.; M. Behaeghe, pur. agt.; J. Juracko, traffic mgr. **Det. Rep.**—O. J. Crowe, D. McMinn.

HERSHEY PRODUCTS, INC., Derby, Conn. Front end suspension parts, tie rod ends, king bolts, coil springs. P. H. Hershey, pres. and treas.; A. P. Krueger, vice-pres.; J. A. Frey, secy.; A. E. Keough, vice-pres., sales mgr. **Adv. Agcy.**—Ted Somers, Inc. of Bridgeport, Conn.

HESTER BATTERY MFG. CO., 10 Culvert st., Nashville 10, Tenn. Wet storage batteries. C. A. Hester, pres.; E. N. Hester, vice-pres.; W. N. Hester, secy. and treas.; A. E. Wilson, gen. mgr., sales mgr., pur. agt.; W. R. Culbertson, adv. mgr.; H. C. Lowry, pub. rel. mgr. **Adv. Agcy.**—Robert G. Fields & Co., Nashville, Tenn. H. H. Hunter, acct. exec.

HEWITT-ROBINS, INC., 666 Glenbrook rd., Stamford, Conn. Foam rubber in molded and slab form; also foam rubber fused to cloth or vinyl. Thomas Robins

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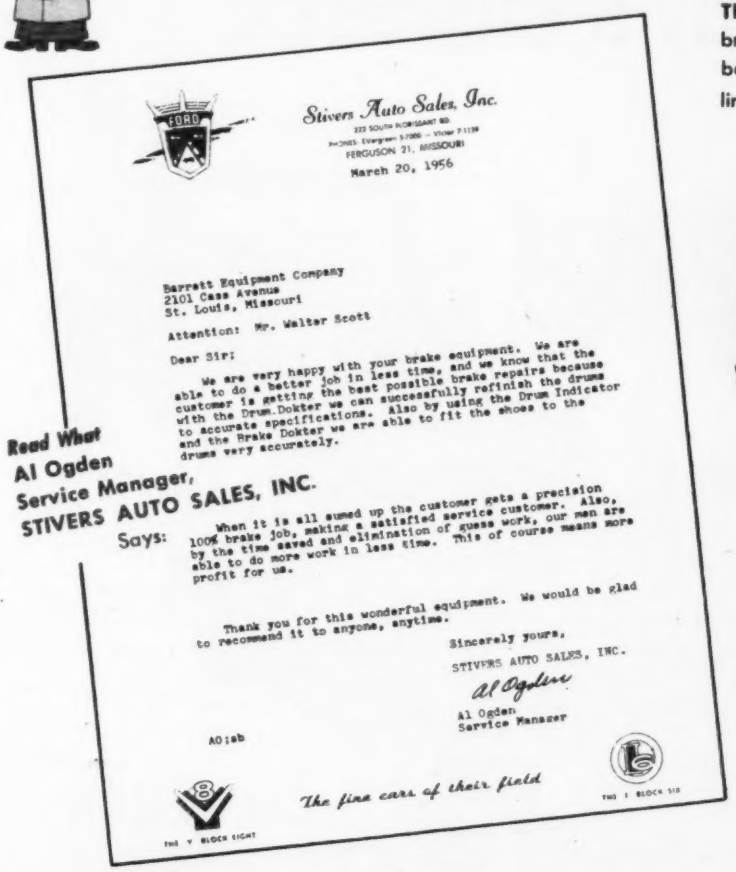
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March 20, 1956

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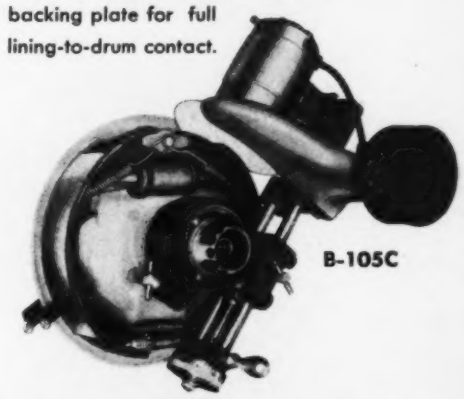

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Who's Who in the Auto Industry

(Continued from Page 239)

jr., pres.; Austin Goodyear, exec. vice-pres.; Ellis B. Gardner, vice-pres. and gen. mgr. of foam rubber and flooring div.; H. Von Thaden, vice-pres. and gen. mgr. of Int. div.; Robert Hamilton, gen. sales mgr. for foam rubber prod.; F. L. Griffith, gen. sales mgr. for ind. div.; W. C. Gilbertson, gen. sales mgr. for flooring prod.; Herman A. Schaefer, secy.-treas.; J. C. Babcock, works mgr.; Pitt B. Harris, sales mgr.; LeRoy M. Brain, adv. mgr.; Claude W. Mottinger, pur. agt.; Edward Lebo, pub. rel. mgr. **Det. Rep.**—George P. Hooper Co., 1914 Fisher bldg., Detroit 2. **Adv. Agcy.**—Fuller, Smith & Ross, Inc., New York, N. Y. Walter Koons, acct. rep.

HEWITT-ROBINS, INC., Fremont plant, 300 McPherson hwy., Fremont, O. Rubber tile, vinyl tile, sponge carpet cushioning, foam-tuft rugs, fatigue mats. R. P. Johnson, chmn. of bd.; E. B. Gardner, vice-pres. and reg. mgr.; W. C. Gilbertson, sales mgr.; J. T. Drusback, pur. agt. **Adv. Agcy.**—Fuller, Smith & Ross, Inc., New York, N. Y. Robert Richardson, acct. exec.

HEYER INDUSTRIES, INC., 471 Cortlandt st., Belleville 9, N. J. Motor tune-up and battery servicing equipment consisting of fast battery chargers, trickle chargers and battery testers. B. F. W. Heyer, pres.; A. P. Heyer, vice-pres.; C. Mohnen, sales mgr., automotive div.; H. T. McCann, asst. sales mgr.; J. H. St. John, sales mgr., new prod. div.

HICKS BODY & CHEMICAL PRODUCTS CO., INC., 510 Inidianapolis ave., Lebanon, Ind. Bus bodies, sheet metal stampings and parts, fibre-glass products and electronic products. Lowell L. Hicks, chmn. of bd. and pres.; Howard G. Hicks, vice-pres. and secy.; Jack L. Jaques, mgr. electronics div.

HICKOK MFG. CO., 850 St. Paul st., Rochester 1, N. Y. Automotive safety products, safety belts and seat belts, steering wheel chest guards, safety belt accessories and parts and other safety items, industrial insignia. Ray T. Hickok, pres.; Allen O. Hickok, vice-pres.; Joseph Clemens, treas.; Wm. Hobbs, chmn. policy and oper. com.; Wilbur V. Dunn, sales mgr. auto. safety prods. div.; Mrs. Margery Boehmer, adv. mgr.; Robert Brown, chief engr.; Walter Mylacraine, pur. agt.; J. Wilfrid Gagen Assoc., 15 E. 48th st., New York 17, N. Y.; pub. rel. **Det. Rep.**—Ray Davis, (Tel.) Kenwood 14582. **Adv. Agcy.**—Kastor, Farrel, Chesly & Clifford, 400 Madison ave., New York 17, N. Y. Kenneth Green, acct. exec.

HIGBIE MFG. CO., Fourth and Water sts., Rochester, Mich. Steel tubing for automotive requirements; gasoline and diesel engines; appliances, heating elements, and for mechanical purposes; precision screw machine parts. E. P. Robinson, vice-pres. sales (Avon Tube Div.); Glenn Barnett, vice-pres. sales (Bronson Reel and Precision Parts Div.)

HIGHWAY SAFETY APPLIANCES, Div. of Napco Ind., Inc., 834 N. 7th st., Minneapolis 11, Minn. Traction sanders for trucks, buses, passenger cars and other automotive equipment, special sanders for streetcars and railroad equipment. Elston safety grit for use in sanding equipment. W. E. Gorman, sales mgr. **Adv. Agcy.**—Alfred Colle Co., Minneapolis, Minn. Keith Smith, acct. exec.

HIGHWAY TRAILER CO., 405 East Fulton st., Edgerton, Wis. Commercial truck trailers, trailerized tanks, dry bulk haulers, utility truck bodies, earth boring machines, pole and cable reel trailers, winches, power take-offs, service accessories. H. J. Meagher, pres. and treas.; M. F. Bloomenstiel, secy.; H. C. Stricker jr., chief engr.; J. W. Shellnut, pur. agt.

HINSON MFG. CO., Westfield ave. and Menges, Waterloo, Ia. Seat covers, seat belts, service covers, sanforized work garments, and other textile automotive products. Clyde Hinson, pres.; James Hinson and Wm. H. Hinson, vice-presidents; Paul L. Ferguson, secy.; William H. Hinson, treas.; Paul Jacoby, works mgr.; H. D. Leighty, sales mgr.; D. H. Torner, asst. sales mgr.; James Hinson, pur. agt. **Det. Rep.**—E. C. Reamer, 714 Genesee Bank bldg., Flint, Mich.

HOBART BROTHERS CO., Hobart Square, Troy 1, O. Battery chargers, arc welders, motor generator sets, pipe thawing equipment. E. A. Hobart, pres.; W. H. Hobart, vice-pres.; C. J. Jenkins, secy. and treas.; O. H. Menke, gen. mgr.; E. C. Galbreath, sales mgr.; Cliff Priest, adv. mgr.; H. Mohler, serv. mgr.; W. B. Howell, parts and acc. mgr.; E. A. Hobart, chief engr.; B. A. Lutz, pur. agt.; C. Knisley, traffic mgr. **Det. Rep.**—Roy Smith Co., 5257 Trumbull ave., Detroit. **Adv. Agcy.**—Ralph Dalton & Assoc., Troy, O. R. W. Dalton, acct. exec.

HOBBS CORP., JOHN W., Div. of Stewart-Warner Corp., Yale and Ash, Springfield, Ill. Automatic operating lights for glove and luggage compartment and for underhood, small gravity operated mercury switches, plunger-type switches, exhaust extension deflectors, electric-operating grease guns, engine hour meters. J. W. Hobbs, pres. and gen. mgr.; H. D. Chance, vice-pres.; F. Lee Farmer, vice-pres., sales mgr.; A. Kubish, works mgr.; Byron Booth, asst. sales mgr.; Chas. A. Woodcock, chief engr.; P. W. Redieske, pur. agt. **Det. Rep.**—J. H. McPhail, 1017 Fisher bldg., Detroit, Mich.

HOBBS MFG. CO., 26 Salisbury st., Worcester 5, Mass. Split type lock washers, cotter pins. Willard H. Ware, pres., treas.; Stewart F. Oakes, vice-pres., gen. mgr.; Robert Rothkopf, sales mgr.; Bertha Mack, asst. sales. **Det. Rep.** — R. E. Filiatrault, 802 Fisher bldg.

HOCK PAINT & CHEMICAL WORKS, INC., Box 190, Phoenixville, Pa. Metalock alkyd automotive finishes, metalock chromate primer and industrial finishes. H. W. Hock, pres.; W. M. Gotwals, vice-pres.

HODELL CHAIN CO., Div. of The National Screw & Mfg Co., 3924 Cooper ave., Cleveland 3, O. Tire chains; pass. and truck, towing and tractor. Chain repair tools and assemblies, welded and weldless. C. A. Carrithers jr., gen. mgr.; J. J. Bedocs, works mgr.; D. J. Gemmell, dir. of sales; E. F. Harding, sales mgr.; H. B. Smith, ind. sales mgr.; J. D. Schneider, adv. mgr.; A. E. Wennerstrom, chief engr.; M. S. Reber, pur. agt.; E. A. Voelker, traffic mgr. **Det. Rep.**—National Screw & Mfg. Co., 913 Fisher bldg. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland 15, O. E. M. Marker, acct. exec.

HOFFMAN IRON & STEEL CO., Warren-Sharon rd., Vienna, O. Suburban tote all truck bed, storm dodger grill. Ralph B. Hoffman, pres.; Gladys Hoffman, vice-pres. **Adv. Agcy.**—R. J. McCallister Co., Youngstown, O. John R. Advent, acct. exec.

HOLLEY CARBURETOR CO., 11955 E. Nine Mile rd., Van Dyke, Mich. Carburetors, distributors, fuel pumps, gas turbine controls and governors. George M. Holley, chmn. of bd.; Earl Holley, vice-chmn. of bd.; George M. Holley jr., pres.; M. J. Kittler, exec. vice-pres.; J. C. Holley, vice-pres., chg. sales; E. R. Stroh, automotive sales mgr.; A. J. Hess, aircraft sales mgr.; B. R. Tabbert, truck sales mgr.; N. A. Miles, secy. and chief ind. and bus.; W. E. Bailey, serv. sales and adv. mgr.; Bob G. Lift, serv. mgr.; H. C. Webb, pur. agt.; N. Dann, asst. pur. agt. **Adv. Agcy.**—Holden, Chapin, LaRue, Inc., Detroit, Mich. John Chapin, acct. exec.

HOLLINGSHEAD CORP., R. M., 840 Cooper st., Camden, N. J. Aviation, industrial automotive and household chemical maintenance products including polish, hydraulic brake fluid, cleaner, shock absorber fluid, cooling system chemical, appearance conditioning chemicals and products. R. M. Hollingshead, chmn. of bd.; Stewart Hollingshead, chmn. exec. comm.; W. H. Norton, pres.; T. J. Bagley, exec. vice-pres.; H. L. Danziger, vice-pres.; W. H. Lukens, vice-pres. (export); Philip Jones, secy. and asst. to pres.; O. J. Blank, vice-pres.; A. C. Kupris, gen. adv. mgr.; J. J. Laputka, vice-pres. and treas.; O. H. Timms, pur. agt. **Adv. Agcy.**—Weiss and Geller, Inc., 400 N. Michigan ave., Chicago 11, Ill.

HOLLYWOOD DEEP TONE MFG. CO., 21300 Sherman Way, Canoga Park, Calif. Glass packed mufflers, steel packed mufflers, exhaust header systems with glass packs, exhaust header systems with steel packs, dual sets with glass packs, dual sets with steel packs, chromed extensions, reparits — chromed and regular, racket busters, dual and exhaust systems for use with stock mufflers, head pipes, tail pipes, clamp sets. Carl A. Mercer, pres.; Howard Kaslin, vice-pres.; Obera Mercer, secy.treas.; Vern Coop, chief engr.; Jack Krebs, exp. and testing; Jack R. Mooring, pur. agt.

HOLMES, CO., ERNEST, 2505 E. 43rd st., Chattanooga 7, Tenn. Holmes wreckers, service bodies, wrecking equipment. Ernest W. Holmes jr., pres.; C. C. Shackleford, vice-pres. and secy.; Marie B. Love, treas.; H. C. Gould, sales mgr.; Val Reich jr., asst. sales mgr.; J. H. Van Zandt, parts mgr.; E. E. Cline, chief engr.; H. T. Sliger, plant supt.; A. M. Morton, pur. agt. **Adv. Agcy.** — Acme Advertising Agency, Atlanta, Ga.

HOMESTEAD VALVE MFG. CO., Box 98, Coraopolis, Pa. Hypressure Jenny steam cleaner, Hypressure Jenny compounds, Homestead hoisters and valves. W. R. Schuchman, chmn. of bd.; F. E. Schuchman, pres.; Elliott G. Johnson, adv. mgr.; Fred Schuchman, gen. sales mgr.; Sam C. Mahood, assoc. sales mgr.; Millard F. Jones, pur. agt.; John H. Slemenda, sales prom. mgr. **Adv. Agcy.**—Smith, Taylor & Jenkins, Pittsburgh, Pa. E. V. Hudson, acct. exec.

HOOF CO., C. M., 2100 Greenleaf st., Evanston, Ill. Locks, lites, mouldings, sinks and hardware. E. H. Hebner, pres.; David Lyons, vice-pres., treas., sales mgr.; Herman T. Van Mell, secy.; Robert W. Lyons, adv. mgr., sales prom. mgr.; L. V. Trabert, pur. agt. **Det. Rep.**—Wm. D. Gingrich, 4095 Cascade rd., Grand Rapids, Mich. **Adv. Agcy.** — Kranzten Studios, Evanston, Ill. Ben Rawlins, acct. exec.

HOOF PRODUCTS CO., 6543 S. Laramie ave., Chicago 38, Ill. Engine governors, velocity and centrifugal types; timing gear, silent; steel and aluminum-steel matched sets; timing chains; sprockets. A. C. Hoof, pres., treas.; C. E. Johnson, vice-pres., secy.; D. Gust, works mgr.; R. Kind, pur. agt.; L. L. Aitken, chief engr. **Adv. Agcy.**—Symonds MacKenzie & Co., Chicago, Ill.

HOOVER BALL AND BEARING CO., Ann Arbor, Mich. C. W. Lightall, chmn. of bd.; C. H. Simmons, pres.; W. L. Brittain, exec. vice-pres.; Wm. Arnold jr., vice-pres., secy.; J. E. Swisher, vice-pres.; Wm. B. Seidel jr., chief engr.; W. Watrous, treas.; W. Lighthall, works mgr.; F. H. Lennox, sales mgr., adv. mgr.; J. B. Fyfe, asst. sales mgr.; Burt C. Reynolds, pur. agt., traf. mgr.; Leo Rollins, pub. rel. mgr. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich.

HOPE METAL PRODUCTS, INC., 1688 Arabella rd., Cleveland 12, O. Heavy duty metal parts bins, super strength commercial shelving, special storage equipment, shop equipment (benches, stools, counters, tool toters), etc., storage cabinets, special automotive displays of steel, toilet partitions, office partitions, shower stalls, metal hospital cubicles. Ivor H. Hope, pres.; Milton I. Hope, vice-pres.; Bob Hope, chmn. of bd.; Ivor H. Hope, Milton I. Hope, David Nadel, Joseph J. Klein, bd. members; Paul D. Travers, chief engr.; George E. Yanke, contr. and office mgr.; Frank H. White, dis. sales mgr.; Karl Kleinert, dir. sales rep. auto div.; John Wolfe, supt. in chge. of constr. prod.; Jack Puro, asst. supt. in chge. of auto. prod.

HOUDAILLE INDUSTRIES, INC., 1280 Main st., Buffalo 9, N. Y. Bumpers, bumper guards, bumper hangers, torsional vibration dampers, rotary shock absorbers, air cleaners, fender panels, brake levers, door locks, seat actuators, special automotive tools, variable capacity transmission pumps. Custom forgings, hand tools. Ralph F. Peo, pres., chmn. of bd.; G. C. Saltarelli, vice-pres. chge. oper.; F. Arthur Smith, vice-pres. and group exec. in chge. auto div. **Sales Reps.**—Gordon O. Rice, Decatur div.; John A. Crosby, Detroit div.; M. R. Cummings, Houdaille of Canada; B. A. Elms, Huntington and Chicago divs.; Merle J. Timmerman, Manzel div., Buffalo; R. A. Johnson, N. Chicago div. **Adv. Agcy.**—Baldwin, Bowers & Strachan, Inc., Buffalo 2, N. Y.

HOUGHTON & CO., E. F., 303 W. Lehigh ave., Philadelphia 33, Pa. Carburizers, heat treating salts, cutting oils, drawing oils, tempering oils, textile oils and softeners, leather belting and packings, and

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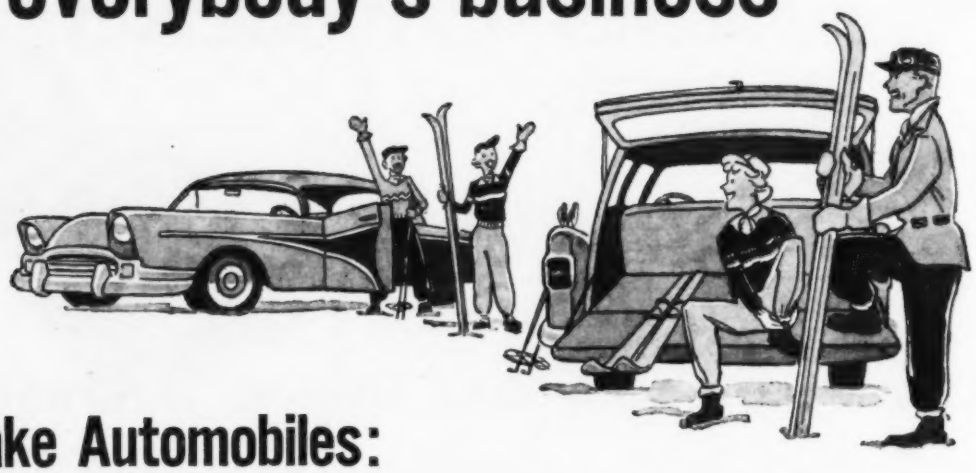

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CIRCULATION NOW MORE THAN 600,000

Who's Who in the Auto Industry

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lubricants. Aaron E. Carpenter, chmn. of bd., gen. mgr.; Wm. F. MacDonald, pres.; D. J. Richards (sales), vice-pres.; John F. Maisch, treas.; E. A. Carpenter, secy.; Herbert M. Michael, M. M.; Douglas C. Miner, adv. mgr.; Herbert B. Fox, dir. of pur.; Harry C. Mohrman, traf. mgr. **Det. Rep.**—H. E. Martin, Stephenson bldg.

HOUSER ENG. & MFG. CO., INC., 200 E. Spring st., Bluffton, Ind. C. L. Schust Co., Inc., owner; Clemence N. Butts, sales mgr.

HOWELL DEVICE CO., 1083 Erie Cliff, Cleveland 7, O. Parts cleaning brush for garage repair. R. C. Howell, pres.; R. S. Adams, secy.; Wm. Scholleart, chief engr., asst sales.

HUB CITY IRON CO., 217 First ave., S.W., Aberdeen, S.D. Valve guides, valve seats, cylinder sleeves, shop equipment. P. C. Green, pres. and gen. mgr.; Mayme C. Green, secy. and treas.; Alberta G. Smith, vice-pres.; F. Glover, works mgr.

HUCK MFG. CO., 2480 Bellevue, Detroit 7, Mich. Blind Rivets, Huckbolts, rivet pull guns. A. W. Armour III, pres.; A. E. Benkert, exec. vice-pres.; A. E. Stern, secy.; Chas. Albritton, prod.; R. Looker, vice-pres. chge. of sales; G. Q. Mathews, sales mgr.; G. VanHecke, vice-pres. engrg. **Det. Rep.**—C. J. Hanneman, 2480 Bellevue. **Adv. Agcy.**—Forrest B. Hubert, Inc., Detroit, Mich. Forrest B. Hubert, acct. exec.

HUDSON LAMP CO., 528 Elm st., Kearny, N. J. Miniature incandescent lamps; automotive, flashlight, radio panel. J. D. Ceader, pres.; David E. Davis, secy., treas.; L. A. Musella, asst. secy.-treas.; Herman Fine, works mgr.; P. S. Rust, sales mgr.; J. D. Collins, chief engr.

HUDSON MOTORS DIV., American Motors Corp., 14250 Plymouth rd., Detroit 32, Mich. Automobiles. George Romney, chmn. of the bd. and pres.; J. L. Brown, vice-pres. and asst. to pres.; Roy Chapin, vice-pres. and treas.; Jack J. Timpy, vice-pres.; M. F. Moore, vice-pres., res. and engrg.; Elmer Bernitt, vice-pres., mfg. and procurement; Stuart G. Baits, vice-pres. and gen. mgr., special prod. div.; Andrew Hood, secy.; Donald P. Else, comptr.; Virgil E. Boyd, sales mgr.; G. R. Browder, J. W. Watson, asst. sales mgrs.; Geo. Stauat, adv. mgr.; W. L. Courage, dir. of distribution; H. C. Levis, merch. mgr.; C. H. Calhoun, eastern div. sales mgr.; Walter A. Ernst, central div. sales mgr.; Lew Sumpter, western div. sales mgr.; W. H. Thoreson, export mgr.; John Barnes, bus. mgt. mgr.; C. C. McKeller, mgr., parts and acces.; G. S. Potter, serv. mgr.; A. R. Shields jr., mgr., local area adv.; R. J. Flick, asst. merch. mgr.; M. D. Thomas, ed. of pub.; John R. Pichurski, dir. of pub. rel. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Inc.

HUFFMAN MFG. CO. Automotive Div. Ohio, Delphos, O. Oil measures, automatic transmission service units, oil dispensers, creepers, gas cans, lift drains, safety cans, funnels, H. M. Huffman jr., pres.; F. C. Smith, exec. vice-pres.; D. S. Mitchell, treas.; R. E. Dorman, gen. mgr.; T. M. Jones, asst. sales; F. Schlereth, traf. mgr. **Det. Rep.**—James R. Hearn, 631 Seldon ave., Detroit 1.

HUGHES-KEENAN CORP., London road, Delaware, O. Roustabout cranes, winches, hi-lift. G. W. Way, pres., gen. mgr.; W. E. Post, vice-pres.; Harry A. Humes, secy., treas.

HULL MFG. CO., P. O. Box 246, Warren, O. Illuminated automobile compass for night and day driving. Walter E. Hull, pres., treas., gen. mgr.; Ralph W. Hull, vice-pres., works mgr.; Agnes W. Hull, secy.; Russell A. Walter, sales, adv. mgr., asst. treas. **Adv. Agcy.**—R. J. McCallister Co., 217 East Indianola, Youngstown, O. R. J. McCallister, acct. exec.

HUNTER ENGINEERING CO., Hunter ave. and Ladue rd., St. Louis 24, Mo. Hunter wheel balancers, weights, aligners and tire rounders. Lee Hunter, pres.; H. M. Seago, vice-pres., sales mgr.; Joseph Hunter, secy.-treas. **Adv. Agcy.**—Oakleigh French & Assoc., St. Louis, Mo. D. Leighleitner, acct. exec.

HUNTER MFG. CO., 30525 Aurora rd., Solon, O. Gasoline-burning truck heaters, Hunter cargo coolers, LP-gas fired cargo heaters. Robert H. Hunter, pres.; Warren A. Miller, vice-pres. and sales mgr.; L. M. Hunter, secy.-treas.; H. W. Hurless, works mgr.; A. J. Hanje, chief engr.; J. C. Wolfe, pur. agt. **Adv. Agcy.** — Meermans, Inc., 1924 N.B.C. Bldg., Cleveland, O. F. T. McDonough, acct. exec.

HUPP CORP., 7450 Melville ave., Detroit 17, Mich.; **Huppower Div.,** 7450 Melville ave., Detroit 17, Mich.; **Perfection Industries Div.,** 7609 Platt ave., Cleveland 4, O.; **Hupp Electronics Div.,** P. O. Box 513, Carlisle, Pa.; **Amgears, Inc.** (subsidiary), 7450 Melville ave., Detroit 17, Mich., and 6633 West 65th st., Chicago 38, Ill. All-electric window lifts and seat adjusters, manual window lifts, stoves, furnaces, air conditioning units, infra-red heaters, quartz crystals, photo cells and other electronics, gears and gear-tools. Don H. Gearheart, pres.; Don S. Smith, vice-pres.; W. A. Giddens, treas.; Manning E. Case jr., secy.

HURD LOCK & MFG. CO., 438 New Center bldg., Detroit 2, Mich. Locks, control rods, polishing, die castings, ornaments, plating, hub caps, stone guards. E. P. Hurd, pres., gen. mgr.; C. Sinclair and E. W. Hurd, vice-presidents; C. D. Ferguson, secy.-treas.; W. B. Sweat, sales mgr., pur. agt.; H. F. Dies, chief engr. **Det. Rep.**—C. J. Marshall, 438 New Center bldg., Detroit 2, Mich.

HYATT BEARINGS DIV., General Motors Corp., Harrison, N. J. Roller bearings. D. L. Boyes, gen. mgr.; C. C. Wardell, adv. mgr.; J. S. Marratt, mgr. Harrison plant; A. H. Lundius, mgr. Clark plant; E. S. Clymer, prod. mgr.; C. W. Kalchthaler, chief engr. **Det. Rep.**—L. C. Groce, mgr. motor sales div. **Adv. Agcy.**—D. P. Brother & Co., Detroit, Mich. S. C. Brown, acct. exec.

HYDRA-FEED MACHINE TOOL CORP. (General Sales & Engr. Office), 730 West Eight Mile, Ferndale 20, Mich. (General Office), 44 North Main st., South Norwalk, Conn. Automatic lathes. G. L. Hammond, pres. and sales mgr.; Leo Nevas, vice-pres., secy.; E. J. Lomazzo, chief engr.; R. E. Munger, pur. agt. **Adv. Agcy.** — Denham & Co., Detroit, Mich. Edwin L. Karpick, acct. exec.

HYDRAULICS DIV., Houdaille Industries, Inc., 537 E. Delavan ave., Buffalo 11, N. Y. Rotary shock absorbers, direct acting shock absorbers, shimmy dampers, torsional vibration dampers, transmission pumps, lubricating pumps, 4-way power seat actuator, variable displacement hydraulic pumps. Ralph F. Peo, pres.; E. G. Boehm, gen. mgr.

HYDRAULIC PRESS MFG. CO., Mount Gilead, O. Hydraulic presses for the metal working and process industries; die casting machines; plastics molding machines; hydraulic pumps, valves, fluid motors, controls. John C. Coonley, pres., gen. mgr.; W. H. Bennett, vice-pres. sales; J. W. Arnold, vice-pres. mfg.; C. P. Terry, adv. mgr.; Lloyd Harris, serv. mgr.; Dale Mosher, parts and acc. mgr.; R. J. Lindsey, dir. engrg.; Carl Fisher, pur. agt.; C. L. Coning, traf. mgr. **Det. Rep.**—Art Linzell, 2842 W. Grand blvd., Detroit 2. **Adv. Agcy.**—Jay H. Maish Co., Marion, O. Jim Gallant, acct. exec.

HYDRAULIC PRODUCTS CO., 509 Westminster, Providence, R. I. Dyna-lift, dyna-jack, magic air oiler, grinding machines, regulators, vaporizers, air valves, trestles and cap plugs. Woolsey A. Shepard, pres. and treas.; Norman T. Bolles, vice-pres. and gen. mgr.; William A. Stewart, exec. vice-pres. and secy.; Francis J. Devlin, asst. treas.; Earl E. Bushman, works mgr.; George Page, sales mgr.; Lloyd Sheeran, chief engr.; Robbert Hall, pur. agt.

HYGRADE PRODUCTS DIV., Standard Motor Prod., Inc., 37-18 Northern blvd., Long Island City 1, N. Y. Carburetor kits and parts; fuel pumps, kits and parts; speedometer cable and casing assemblies. Elias Fife, pres., treas.; H. O. Rosenstein, vice-pres., secy.; A. Roffman, adv. mgr.; B. Fife, gen. mgr.; J. F. Kenny, sales mgr.; L. Steinberg, chief engr.; I. Beck, pur. agt.; N. L. Sills, per. mgr. **Adv. Agcy.** — Friend, Reiss Adv. Co., New York, N. Y. Harold Reiss, acct. exec.

HYMAN CO., S. E., 326 Jackson st., Fremont, O. Automobile seat covers, door scuff pads, wedge cushions, arm rest covers. R. D. Pence, pres. and gen. mgr.; R. B. Newman, vice-pres. and asst. gen. mgr.; Chester Culbert, secy.; A. O. Mehling, treas.; C. H. Pickard, vice-pres. and prod. mgr.; Harold A. Dudley, supt.; Henry Sternberg, vice-pres. and sales mgr.; S. C. Mirsky, vice-pres. and Eastern sales mgr.

HYSTER CO., 2902 N. E. Clackamas, Portland 8, Ore. Also plants at Peoria, Ill. and Danville, Ill. Fork lift trucks, Straddle trucks, Karry Krane, tractor winches, tractor cranes, tractor arches. Ernest G. Swigert, pres.; Eugene Caldwell, Frank L. Ross, vice-presidents; Harvey Black, secy-treas.; Eugene Caldwell, gen. works mgr.; Philip Hill, gen. sales mgr.; Harvey Raasch, Ray Ronald, R. F. Moody, sales mgrs.; Dar Johnson, adv. and sales prom. mgr.; Jack Lewis, gen. serv. mgr.; Robert Fletcher, (East) serv. mgr.; Al Zwald, chief engr.; Paul Rhodes (West), Ken Waldren (East), pur. agts. **Det. Rep.**—Bentley & Hyde, 12945 Puritan ave., Detroit 27. **Adv. Agcy.**—Cole & Weber, Portland. A. R. Finley, acct. exec.

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IDEAL CORP., 435 Liberty ave., Brooklyn 7, N. Y. Hose clamps, switches, voltage regulators. Phil Rauch, pres.; Louis Rauch, vice-pres.; Ed Kane, sales mgr.; Al Cavagnaro, traf. mgr. **Adv. Agcy.**—RAF Advertising, Inc., New York. B. Reber, acct. exec.

IGNITER CO., 1635 El Camino Real, Redwood City, Calif. Breaker plate stabilizer kit. J. A. McKenna, pres.; Relia McKenna, vice-pres.; A. L. Kenworthy, gen. mgr.

ILLINOIS TOOL WORKS, 2501 No. Keeler ave., Chicago 39, Ill. Engineered and standard metal cutting tools, gear and cutting tool measuring machines. Harold Byron Smith, pres.; J. F. Miller, vice-pres. and div. mgr.; J. R. Russell, secy. and asst. treas.; Robert E. Wolff, mark. mgr.; J. Tapper, works mgr.; E. E. Valy, std. tool sales mgr.; D. K. Davis, mach. sales mgr.; D. A. Permoda, adv. mgr.; A. Zamis, chief engr.; A. Froehlich, pur. agt.; J. Tomlin, pub. rel. mgr. **Det. Rep.**—Ed Wiard, 2895 E. Grand blvd. **Adv. Agcy.**—Waldie & Briggs, Chicago, Ill. R. M. Wall, acct. exec.

IMCO CONTAINER CORP., 75th and Cleveland sts., Kansas City 30, Mo. Polyethylene bottles and jars for various car polishes and window cleaners. W. E. Archer, pres.; R. V. Vosburgh, vice-pres.; H. J. Steed, secy. and treas. **Adv. Agcy.**—Comer & Pollard, Kansas City, Mo. C. Alec Pollard, acct. exec.

IMCO MFG. & SALES CO., 10 E. Lafayette ave., Baltimore 2, Md. Imco lined brake shoes, automotive antennas, water pumps, brake cable shorteners. Irvin M. Cook, pres.; I. Douglas Cook, sales mgr.; J. A. King, pur. agt. **Adv. Agcy.**—Perry Advertising Co., Baltimore, Md.

IMERMAN SCREW PRODUCTS CO., 6420 E. Lafayette, Detroit 7, Mich. Screw machine products. Stanley Imerman, pres., treas. and gen. mgr.; Wilfrid G. Torrance, vice-pres., sales mgr.; Joseph H. Jackler, secy.; A. E. Sicklesteel, pur. agt. **Det. Rep.**—6420 E. Lafayette, Detroit 7, Mich.

IMPERIAL BRASS MFG. CO., 1200 W. Harrison st., Chicago 7, Ill. Tube fittings, flexible fuel lines, pressure hose and reusable couplings, power steering hose assemblies, needle and shutoff valves, drain cocks, fuel strainers, push-pull controls, tube cutters, benders, flaring tools, drum faucets, battery hydrometers, antifreeze testers, motor cleaners, air nozzles. F. C. Shafer, pres. and treas.; W. C. Musham, vice-pres.; F. Harris, secy.; J. T. Greenlee, vice-pres., sales mgr., ind. div.; C. H. Benson, vice-pres., sales mgr., distributor sales; F. J. McNellis, export mgr.; E. F. Todd, sales prom. mgr.; M. L. Warder, adv. mgr.; G. Franck, dir. of engrg.; W. B. Burnet, pur. agt.; Joseph Blecha, traf. mgr. **Adv. Agcy.**—Kreicker & Meloan, Inc., Chicago 1, Ill. George Podlesak, acct. exec.

IMPERIAL HANDLE MFG. CO., 858 East

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Who's Who in the Auto Industry

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29th st., Brooklyn 10, N. Y. Gear kits, body hardware, fenda-trim gas lock, guardian safety handle, door handles, locks, channels. Owned and operated by the Friedman Bros.

IMPERIAL INDUSTRIES, INC., 4436 Walker ave., Wayne, Mich. Signs, displays, merchandising aids, industrial plastic fabrication. W. G. Lewellen jr., pres., gen. mgr., pur. agt.; C. O. Betz, vice-pres., treas., prod. mgr., chief engr.; R. W. Struthers, sales mgr. **Det. Rep.**—R. W. Struthers, 628 Pallister.

IMPERIAL METAL PRODUCTS CO., INC., 3239-45 N. 29th st., Philadelphia 29, Pa. Fender skirts and accessories. Benjamin Zellat, pres., sales mgr.; Sam'l D. Zellat, secy.; I. N. Goodman, treas.; Joseph Zellat, works mgr.

INDEPENDENT LOCK CO., Fitchburg, Mass. Locks, key blanks, key cutting machines. G. W. Falk, pres.; J. J. Meyer, vice-pres. and gen. mgr.; B. S. Falk, gen. sales mgr.; A. C. Amann, ind. sales mgr.; B. A. McCuen, mdse. mgr.; S. Morgen, works mgr.; H. B. McGuirk, serv. mgr.; B. Kaplan, pur. agt.; G. Patriquin, chief engr.; J. Manning, traf. mgr. **Det. Rep.**—Harry J. Sherman, 2101 Cass ave. **Adv. Agcy.**—Humphrey, Alley & Richards, Inc., 1235 Statler bldg., Boston, Mass. Herman Allen, acct. exec.

INDIAN CO., THE, 29 Worthington st., Springfield, Mass. Motorcycles; spare parts and accessories, import bicycles. Arthur T. McManmon, pres.; Lawrence O. Paul, exec. vice-pres.; A. F. West, vice-pres., sales mgr.; Robert F. Finn, adv. mgr., pub. rel. and sales prom. mgr.; T. I. Mosley, serv. mgr.; Allan Thayer, chief engr.; H. E. Robbins, pur. agt.; George Thebert, traf. mgr. **Det. Rep.**—Robert J. Steiner, 5259 A No. 31st st., Milwaukee, Wis. **Adv. Agcy.** — Gibney and Barreca, Springfield, Mass.

INDUSTRIAL RAYON CORP., 500 Fifth ave., New York 36, N. Y. Nylon staple fiber, rayon knitted fabrics, continuous process, rayon filament yarn, rayon tire cord. H. B. Kline, pres.; W. D. Benson, vice-pres., sales; C. E. Rodgers jr., nylon staple fiber continuous process; G. C. Miller, rayon filament yarn; G. I. Rounds, rayon tire cord; A. A. Schoenberger, rayon knitted fabrics.

INDUSTRIAL RESEARCH, INC., 4016 N. W. 29th st., Miami 42, Fla. Catalyst battery caps. C. H. Laughlin, pres.; Darrell S. Jones, vice-pres.; P. Howard Wills, secy., treas., Harold M. Gulick, chief engr.

INDUSTRIAL WIRE CLOTH PRODUCTS CORP., 3927 4th st., Wayne, Mich. Oil bath air cleaner and silencer assy., crankcase breathers, oil pump, fuel pump and carburetor strainers, cowl ventilator screens, refrigerator and oil burner strainers, wire cloth parts and assemblies. F. A. Vollbrecht, chmn.; D. E. Agren, pres. and gen. mgr.; W. S. Murdock, secy.-treas.; Geo. Vunich, works mgr.; Hal F. Schulte, sales mgr.; L. A. Maysilles, chief engr.; J. M. Grinder, pur. agt. **Adv. Agcy.**—Karl G. Behr Agency, Detroit 1, Mich.

INGERSOLL - RAND CO., 11 Broadway, New York 4, N. Y. Air compressors, air tools, electric impactools, diesel engines, centrifugal pumps, blowers, rock drills, steam condensers. R. H. Johnson, pres.; L. C. Hopton, 1st vice-pres.; E. A. Keogh, treas.; H. G. Conkey, vice-pres.; N. D. Cherry, asst. sales mgr.; A. W. Loomis, adv. mgr.; W. L. Garrison, pur. agt.; F. Webbe, traf. mgr. **Det. Rep.**—D. Fleck, mgr., Ingersoll-Rand Co., Congress st. **Adv. Agcy.**—Beaumont, Heller, Sperling, Reading, Pa.

INGERSOLL STEEL DIV., Borg-Warner Corp., New Castle, Ind. High carbon and alloy steel sheets and plates, high speed and stainless steel sheets, armor plate steel, stainless clad steel, saw steels, automotive and tractor clutch discs, hand shovels. S. L. Ingersoll, pres., gen. mgr.; H. G. Ingersoll jr., vice-pres. and secy.; R. W. Leigh, vice-pres. in chge. of sales; W. C. Zepf, treas. and accountant; G. L. Smith, pur. mgr.; T. L. Nelson, vice-pres. mfg. **Det. Rep.**—N. K. Van Osdol, 1511 First st., Suite 614, Detroit 26, Mich. **Adv. Agcy.** — Rogers & Smith, Chicago, Ill.

INLAND MANUFACTURING CO., 1108 Jackson st., Omaha 8, Neb. Radiator repair shop equipment including: Radiator flow-testing machines, radiator testing and repair benches, radiator cleaning tanks, radiator back-flushing booths, block de-scaling machines, radiator leak exposer, small tools and expendable supplies used by radiator repair shops. Daniel Langfeld, pres., gen. mgr.; B. Langfeld, vice-pres.-treas.; Sam L. Grasso, mgr., mfg. depts.; James V. Grasso, mgr. equip. div.

INLAND MFG. DIV., General Motors Corp., 2727 Inland ave., Dayton 7, O. Steering wheels, plastic and rubber; motor mounts; gravel shields; rocker mats; weather strips, molded extruded and foam rubber; injection molded plastic parts; clutch assemblies; power steering hose; hydraulic brake hose; brake lining. ice trays, molded rubber parts, defroster hose. J. D. O'Brien, gen. mgr.; C. K. Haas, factory mgr.; M. A. Lause, gen. sales mgr.; L. A. Bentz (automotive div.), A. J. Fouts (refrig. and allied prod.), asst. sales mgrs.; H. J. Raiff, prod. mgr.; R. S. Wolfe, pur. agt.; J. J. Braham, div. compt.; W. A. Blake, traf. mgr. **Det. Rep.**—R. H. Smith, 5-232 General Motors bldg., Detroit 2.

INLAND RUBBER CORP., 511 Newman st., Mansfield, O. Tires, tubes and repair materials. J. C. Moore, gen. sales mgr.; materials. J. C. Moore, vice-pres., gen. sales mgr.; J. H. Hoffman, secy.; E. C. McGarvey, asst. secy.; B. Weaver, treas.; J. W. Hammer, adv. mgr.

INLAND STEEL CO., 38 S. Dearborn st., Chicago 3, Ill. Bars, sheets, strip, structurals, plates, tin plate, floor plate, piling, reinforcing bars, rails, track accessories. J. L. Block, pres.; P. D. Block jr., senior vice-pres.; H. W. Johnson, L. B. Block, W. G. Caples, N. E. Stearns, H. H. Strauss, R. L. Peters, vice-presidents; J. F. Smith jr., vice-pres., sales; R. M. Buddington, gen. mgr., sales; G. Megan, secy.; F. M. Rich, works mgr.; W. E. Geidt, adv.; mgr. I. Rosenak, chief engr.; W. H. Stapleton, pur. agt.; E. C. Youngberg, traf. mgr.; Frank Cassell, ind. rel. mgr. **Det. Rep.**—W. H. Williams. **Adv. Agcy.**—Weiss and Geller, Inc. Kenneth Murison, acct. exec.

INNOCENTI CORP., Lambretta Div., 43 West 61 st., New York 23, N. Y. Motor scooter; (two and three-wheel passenger with side-car; three-wheel commercial model). Ing. Renzo Guani, pres.; Dr. Jean Rodocanachi, vice-pres.; Robert Moss, secy.; Jesse French III, gen. mgr.; Peter M. Hilden, sales mgr. **Adv. Agcy.** —Birmingham, Castleton and Pierce, 136 E. 38th, New York 16, N. Y.

INSEALATOR, INC., P. O. Box 146, Holly, Mich. Radiator stop leak pellet (for industrial use only). Fred D. Barton, pres.; Ethel A. Barton, vice-pres.; William L. Christiansen, secy.; J. H. Jorgenson, treas.; D. Garrison, sales rep.

INSUL-MASTIC CORP. OF AMERICA, 7750 W. 61st place, Summit, Ill. Automobile underbody coating; cork impregnated underbody coating; trailer topping, mastic roofing for trailers and commercial vehicles; corrosion preventive; weatherproofing waterproofing, vapor - sealing and insulating mastics for masonry, metal and other surfaces; cork mastic insulation for tanks, ducts, auto and truck bodies; protective coating and vapor-sealing for insulation, foam insulation for sound deadening and heat control. Harold L. Stockdale, pres.; E. R. Powell, vice-pres. and treas.; Harold P. Shane, secy.; Wm. A. LaFontaine, Karkote sales mgr.

INTER - COMMUNICATION SYSTEM OF AMERICA, 1112 S. Wabash ave., Chicago 5, Ill. Service control for auto dealers, inter-communication equipment of all types, public address systems. Nathan C. Meyer, pres.; Joseph Meyer, vice-pres.; Milton C. Meyer, secy.-treas. **Adv. Agcy.** —Van Hecker, Chicago, Ill.

INTERNATIONAL CONVEYOR & WASHER CORP., 652 East Fort st., Detroit 26, Mich. Conveyors of all types, automatic handling equipment, industrial washing machines, phosphatizing systems, marine fuel and water tanks. Murray V. Knapp, pres., sales mgr.; Cyril D. Paquette, vice-pres., gen. mgr.; Neil B. Morrish, secy.-treas.; Guy Sherk, works mgr.; John Yeager, (Conveyor Div.), chief engr.; Chas. M. Ladd (Washer Div.), chief engr.; Fred Hofmann, pur. agt.

INTERNATIONAL HARVESTER CO., 180 N. Michigan ave., Chicago 1, Ill. J. L. McCaffrey, pres.; P. V. Moulder, R. P. Messenger, C. E. Jarchow, exec. vice-presidents; G. J. Eger, secy.; W. R. Odell jr., treas.; W. C. Schumacher, vice-pres., in chge. of motor truck div.; W. D. Reese, mgr., engrg. (motor truck div.); H. E. Gottberg, mgr. mfg. (motor truck div.); R. M. Buzard, mgr. sales (motor truck div.); L. W. Pierson, asst. mgr. sales (motor truck div.); D. F. Kuntz, asst. sales mgr., motor truck div.; M. F. Peckels, mgr. (consumer relations dept.); W. O. Maxwell, asst. mgr. (consumer relations dept.); C. W. Leslie, gen. supvsr. (motor truck serv.); J. C. Bulleit, gen. supvsr. parts and serv. mdse. (motor truck div.); D. A. Conroy, mgr., supply and inventory (motor truck div.); A. C. Friedsam, gen. traf. mgr.; Dale Cox, pub. rel. mgr. **Det. Rep.** — G. D. Partridge, dist. mgr., 5915 W. Warren ave., Detroit 10. **Adv. Agcy.**—Young & Rubicam, Inc., Chicago, Ill.

INTERNATIONAL MFG. CO., 675 Rio Grand, Littleton, Colo. (suburb of Denver). LP-Gas Fired portable heaters, fired torches. Frank Tettimer, pres.; C. A. Brown, vice-pres.; Ken Laird, office mgr.

INTERNATIONAL MFG. CO., 2512 Washington st., Roxbury 19, Mass. License plate frames and brackets, guide posts, ornaments, initial frames, auto chairs, cribs. A. G. Goldberg, pres.; L. S. Fentin, vice-pres.; Morris I. Goldberg, gen. mgr.; Emilio Puorro, works mgr.; Sumner E. Swig, sales mgr. **Adv. Agcy.**—Chambers and Wiswell, Inc., Boston, Mass. Wm. Rockett, acct. exec.

INTERNATIONAL NICKEL CO., INC., 67 Wall st., New York 5, N. Y. Primary nickel and nickel alloys. Dr. John F. Thompson, chmn.; H. S. Wingate, pres.; W. C. Kerrigan, asst. to pres.; L. R. Larson, gen. sales mgr.; R. L. Lloyd, gen. mgr. adv.; R. A. Wheeler, asst. gen. mgr. adv. **Det. Rep.**—F. J. Walls, 5-223 General Motors bldg., Detroit 2, Mich.

INTERNATIONAL PARTS CORP., State at 11th, Chicago 5, Ill. Automotive truck, bus, diesel mufflers and pipes. Nate H. Sherman, pres., treas.; Gordon B. Sherman, vice-pres., sales mgr.; B. G. Sherman, secy.; Robt. Schroeder, gen. mgr.; I. Frank, works mgr.; D. Sherman, asst. sales; Morris Thomas, adv. mgr.; J. P. Marx, chief engr.; H. Sabath, pur. agt. and parts and acc. mgr.; M. Wertz, S. Zuber, traf. mgrs.; Phil Ruda, pub. rel. mgr. **Adv. Agcy.**—Bozell-Jacobs, Chicago, Ill. Phil Ruda, acct. exec.

INTERNATIONAL RESISTANCE CO., 401 N. Broad st., Philadelphia 8, Pa. Fixed and variable resistors. Chas. Weyl, pres.; Harry A. Ehle, exec. vice-pres.; C. H. Griffith, vice-pres., sales; E. A. Stevens, vice-pres. and treas.; O. J. Greenway, vice-pres., works; R. D. Ferree, mdse. sales mgr.; Jules Warshaw, dir. of engr.; Frank Dengler, pur. agt. **Det. Rep.**—Koehler-Pasmore Co., 11833 Hamilton, Detroit 3. **Adv. Agcy.**—Arndt, Preston, Chapin, Lamb & Keen, Inc., Philadelphia, Pa. Earle Thompson, acct. exec.

IONIA MFG. CO., Div. of The Mitchell-Bentley Corp., 219 Dexter st., Ionia, Mich. Estate wagon bodies, automotive trim, deluxe automotive bodies, transportation seating, public seating, industrial canvas sewing. Don R. Mitchell, pres., gen. mgr.; H. K. White, vice-pres.; Wm. F. Mitchell, vice-pres.; H. L. Hartley, asst. to pres.; A. E. Brown, secy.-treas.; W. J. Dalzell, works mgr.; James H. Dignan, sales mgr.; B. D. Prendergast, asst. gen. sales mgr.; E. J. Houghton, serv. mgr.; G. F. Macfarlane, exec. chief engr.; Harvey Claus, pur. agt.; Richard Rummler, traf. mgr.; James Chapman, pub. rel. mgr. **Adv. Agcy.** — Brindley-Roth, Inc., Detroit, Mich. R. B. Brindley, acct. exec.

J

JACK & HEINTZ, INC., 17600 Broadway, Cleveland 1, O. Aircraft electrical accessories, custom-built commercial electric motors. F. R. Kohnstamm, pres.; O. T. Hess, secy.; E. C. Sulzman, vice-pres., sales; J. E. Ault, compt.; J. R. Callahan, treas.; F. A. Haag, mgr. comm. prod.

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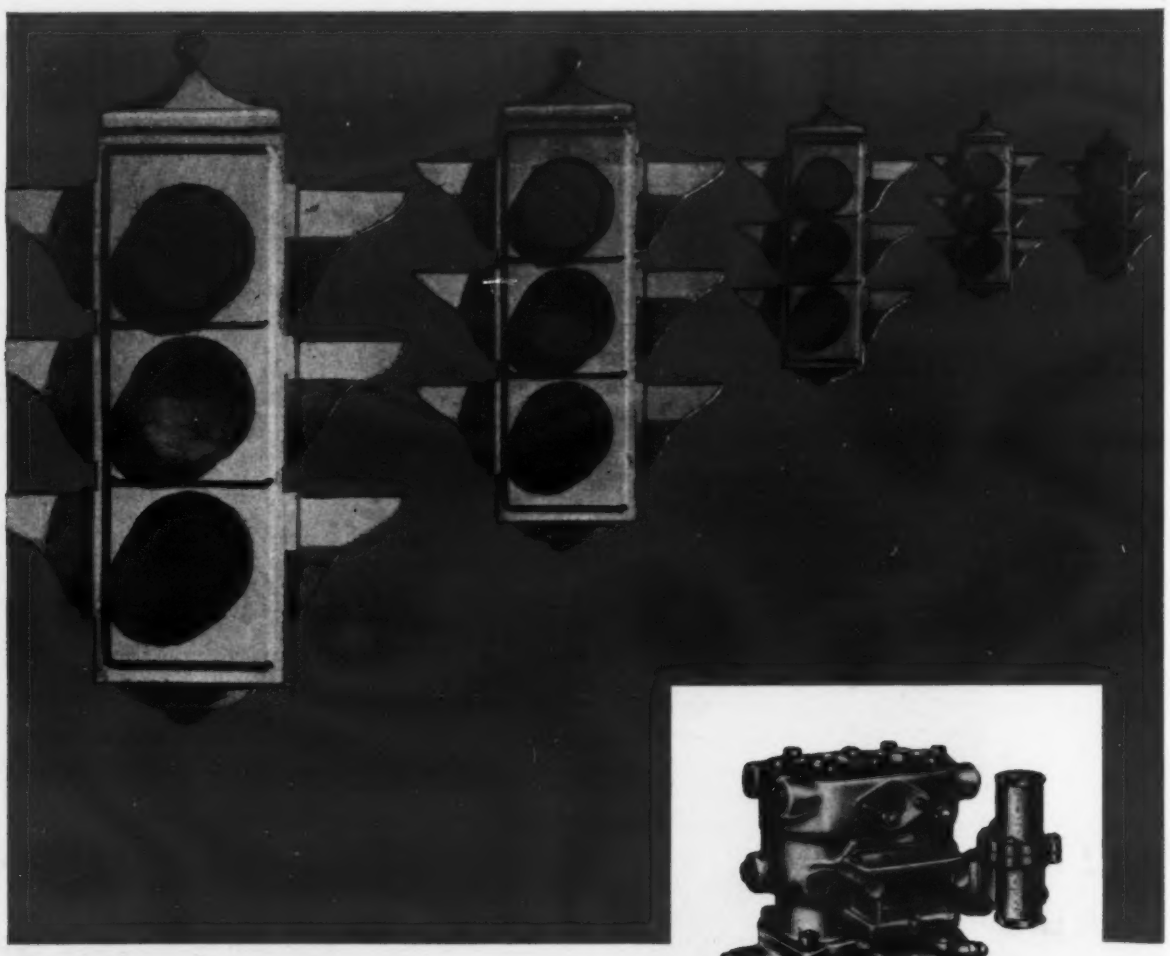

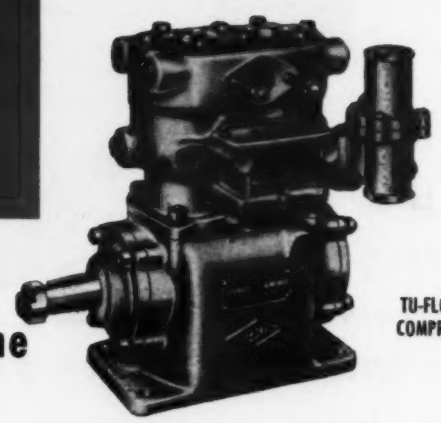

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Who's Who in the Auto Industry

(Continued from Page 242)

sales; W. R. Koelliker, avia. sales; L. L. Bechler, motor sales mgr.; S. A. McMillion, dir. pub. rel., adv.; H. C. Schroeder, serv. mgr.; J. S. Seltzer, pur. agt.; R. C. Long, traf. mgr. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland 15, O. E. J. Martin, acct. exec.

JACKSON & CHURCH CO., 321 N. Hamilton, Saginaw 65, Mich. Warm air furnaces, pulp presses, injection molding preplasticizing machines, structural steel. David L. Perrot, chmn.; Clifford W. Stuart, pres.; H. K. Beck, pres., furnace div.; F. C. Adams, vice-pres., sales mgr., furnace div.; W. Berg, traf. mgr. **Adv. Agcy.**—H. M. Foehl Assoc., Bay City, Mich.

JACOBS CO., F. L., Box 146, Roosevelt Park Annex, Detroit 32, Mich. Vent and door windows, ash receivers, all-electric window lifts and seat adjusters, bumper guards, grilles, trim mouldings, sun visors, instrument boards, die castings, rolled sections, stampings. Frank E. Howard, chmn. of bd.; Thomas J. Riggs jr., pres.; Robert O. Gibson, vice-pres. of sales. **Adv. Agcy.**—Livingstone-Porter-Hicks, Detroit, Mich. Porter Hicks, acct. exec.

JACK-BILT CORP., 906 Central st., Kansas City 5, Mo. Stick-on badges, used-car advertising and display material. Frank D. Jackson, pres.

JAGUAR CARS LTD., Coventry, Warwickshire, England. Jaguar automobiles. William Lyons, pres. and man. dir.; A. Whittaker, dir. and gen. mgr.; W. M. Heynes, dir. and chief engr.; E. F. Huckvale, dir. and secy.; E. W. Rankin, adv. and pub. rel. mgr.; F. R. W. England, serv. mgr.; A. Hignett, parts and acc. mgr. **Adv. Agcy.** — Nelson Advertising Service Ltd., London, England. R. E. Bett, acct. exec.

JAMBOR TOOL & STAMPING CO., 3057 N. 30th st., Milwaukee 10, Wis. Bolt sets, shackle sets, rocker arm shafts, oil pumps, water pumps, small motor stampings, clutch forks, crankshaft ratchets, crankshaft pulleys, screw machine parts. (For Ford, Chevrolet and Plymouth cars.) R. B. Pressinger, pres.; E. L. Pressinger, vice-pres. and gen. mgr. in chge. of pur.; A. A. Mayer, treas.; A. Vinohradsky, works mgr.; H. A. Hossli, sales mgr.

JAMES INDUSTRIES, INC., E. Genessee, Skaneateles, N. Y. Cooling system analyzers. Albert James, pres.; Frederick Y. Manning, vice-pres.; Mary M. James, secy. and treas.; Jos M. Beatty, chief engr.; L. B. Wood, pur. agt., parts and acc. mgr. and traf. mgr. **Adv. Agcy.**—Richards & Webb, Inc., Syracuse, N. Y.

JAMESTOWN FINISHING PRODUCTS, INC., 125 Blackstone ave., Jamestown, N. Y. Primers, enamels, coated fabrics, lacquers, varnishes, vinyl organosols and plastisols. B. W. Avallone, pres.; L. D. Anders, exec. vice-pres. and treas.; J. C. Myers, works mgr. and pur. agt.; John P. Hart, gen. mgr.; F. R. Franco, traf mgr.

JASON CORP., THE, 1040 Grand st., Hoboken, N. Y. Stitchless quilted plastic, stretch-back vinyl materials, three-tone door upholstery. Benjamin Messing, pres.; H. Graham, sales mgr.; E. Raices, sales prom. mgr.

JAY ELECTRIC CO., 5664 St. Jean ave., Detroit 13, Mich. Electric manufacturing and service. C. F. Josey, pres.; C. K. Johnston, vice-pres. and gen. mgr.; Edward Stanton, secy.

JEFFERSON ENGINEERING & MFG. CO., 269 Walker, Detroit 7, Mich. Portable electric tools, general machining, screw machine products, assembly broaching products. H. J. Hagen, pres., treas.; M. H. Hagen, vice-pres., secy.; A. W. Hougland, works mgr.; G. W. Couls, sales mgr.; W. E. Donohoe, chief engr.; J. R. McDermott, pur. agt.

JENNISON-WRIGHT CORP., THE, 2463 Broadway, Toledo 9, O. Kreolite wood block factory flooring, creosoted railroad ties, piling, bridge ties and timbers. C. G. Carver, pres.; James Lampe, secy.; T. V. Cherrington, vice-pres., adv. mgr.; E. J. Littleton, R. R. ties mgr.; L. T. Ericson, chief engr.; Hugh Schwab, treas.; Norbert J. Beez, traf. mgr. **Det. Rep.** — Bert Jones, 880 Penobscot bldg. **Adv. Agcy.**—Frank M. Phillipps Adv. and Art Studio, Toledo, O.

JENSEN SPECIALITIES, INC., 9331 Freeland, Detroit 28, Mich. Industrial ovens (radiant-infra-red & convection type heat), conveyors, Material handling equipment, paint dip tanks, spray booths, finishing equipment, etc. F. V. Jensen, pres., gen. mgr.; Burtron Zook, vice-pres., sales, adv., prom., mgr.; Henry Thumin, secy.; Charles J. Salter, treas.; Glenn Mee, works mgr.; John J. Casey, chief engr. **Det. Sales Rep.**—G. R. (Dick) Clover, 506 New Center bldg., Detroit 2, Mich. **Adv. Agcy.** — Holden-Chapin-La Rue, Detroit, Mich. Robert La Rue, acct. exec.

JESSAM INDUSTRIAL CORP., 180 Broadway, New York 38, N. Y. Military surplus parts, jeep parts, ignition parts, diesel specialists. J. Pinto, pres.

JET MFG. CO., INC., 288 Hyde Park ave., Boston 30, Mass. Marking pens and inks, stamping and stencil inks, roller printers. Chas. W. Airosus, pres.; Albert Airosus, treas.

JET SPRAY AUTO WASHER CORP., 19 West 34th st., New York 1, N. Y. Jetomatic car & Truck washers. Sidney Mindlin, pres.; Robert N. Burkle, gen. mgr. **Det. Rep.**—Erry Loewenthal, 13444 Fenkell ave., Detroit 27, **Adv. Agcy.**—Edward Lush & Co., New Haven, Conn.

JETOMATIC, INC., 150 Wakelee ave., Ansonia, Conn. Auto and Truck Washers, overhead models and floor models. Andrew Weisz, pres.; Thomas Weisz, treas.; Joseph DiGiori, gen. mgr.; Edward Loper, works mgr.; James R. Mitchell, chief engr. **Det. Rep.**—Aro Sales & Service, 8799 Lyndon. **Adv. Agcy.**—E. J. Lush, Inc., New Haven, Conn.

JIFFY MFG. CO., 360 Florence ave., Hillside, N. J. Padded shipping bags, kushion kraft (cellulose wadding), bumper pads, macerated paper pads and blankets. C. F. Johnson, sales mgr.; J. D. Farrington jr., pkg. engr. **Det. Rep.**—H. J. Bower, 1001 Frange dr., Fort Wayne, Ind.

JOHNS-MANVILLE SALES CORP., DUTCH BRAND DIV., 7800 Woodlawn ave., Chicago 19, Ill. Friction, rubber, plastic, electrical and vinyl color tape, masking tape, glass setting tapes, patch kits, rubber cement, tube repair gum, vulcanizing cement, boot cement, trim cement, sponge rubber weatherstrip, shock absorber fluids, gasket shellac compound, gasket sealing paste, gasket sealing fluid (aviation type), rubber aprons. A. R. Fisher, pres.; E. F. Boyle, vice-pres., gen. mgr.; F. M. Hagerty, sales mgr.; Geo. H. Bills, adv. mgr.; C. G. Geiger, mdse. mgr.; C. E. Frick, prod. mgr.; John F. Swart, pur. agt. **Det. Rep.**—Geo. C. Alexander, 15135 Seminole, Detroit, Michigan.

JOHNS-MANVILLE SALES CORP., 22 East 40th st., New York 16, N. Y. Brake linings, lined brake shoes, brake blocks, clutch facings, automatic transmission discs, packings, oil seals. A. R. Fisher, pres.; E. H. Wells, vice-pres. and mdse. mgr.; C. C. Simoni, vice-pres. and sales mgr.; A. J. Bette, mgr. Friction mtls.; R. M. Garrett, mgr. replacement friction mtls.; J. S. Doyle, mgr. automotive sales. **Det. Rep.**—A. B. Curtis, mgr. Automotive Equipment Sales Dept., Johns-Manville Sales Corp., W. Grand blvd., at Second blvd., Detroit 2.

JOHNSON BRONZE CO., 500 S. Mill St., New Castle, Pa. Sleeve bearings; cast and rolled bronze, bronze and babbitt, bronze and steel, steel and babbitt, powder metallurgy, aluminum alloy, aluminum on steel. J. P. Flaherty, chmn. of bd.; E. M. Flaherty, pres.; J. F. Flaherty, vice-pres.; Louis Sandler sr., vice-pres.; L. F. Johns, vice-pres., mfg.; C. A. Williams, dir. sales; E. N. Beisheim, sales mgr.; R. A. Young, mgr. repl. sales; Eugene Scanlon, adv. mgr.; L. Ivan Hudson, secy. H. C. Stenger, factory mgr.

JOHNSON PRODUCTS, INC., 1185 E. Keating ave., Muskegon, Mich. Valve tappets. Paul F. Bergmann, pres. and treas.; John W. Humphreys, vice-pres. mfg.; Henry J. Hasper, secy. and pur. agt.; William M. Frank, vice-pres., sales and adv. **Adv. Agcy.**—The Jaqua Co., Grand Rapids, Mich. Gustave Richter, acct. exec.

JOHNSON & SON, INC., S. C., 1525 Howe st., Racine, Wis. Maintenance, industrial and agriculture wax products; automotive products: car cleaners, waxes and chrome cleaner. H. F. Johnson, pres.; H. M. Packard, exec. vice pres.; K. R. Nelson, secy.; W. C. Kidd, treas.; R. W. Carlson, marketing and international vice pres.; W. N. Connolly, pub. rel. vice-pres; Dr. J. V. Steinle, research & dev. vice-pres.; R. P. Gardiner, prod. vice-pres.; A. O. Fisher, household prod. field sales mgr.; J. W. Barrett, mainte. prod. dept. mgr.; S. D. Watson, adv. and mdse. dir.; R. H. Deihl, H. D. Wakefield, W. M. Schmick (automotive), R. E. Dobson, prod. mgrs.; C. A. Stangby, media mgr.; J. B. Rasmussen, sales prom. mgr.; W. R. Gerler, pub. rel. mgr.; J. R. Ruston, pur. mgr.; C. L. Laehr, asst. pur. mgr.; H. J. Bowman, traf. mgr.; **Det. Rep.**—J. J. McSunas jr., 14331 Schaefer hwy. **Adv. Agcy.**—(automotive) Foote, Cone & Belding, Chicago, Ill. C. S. Winston jr., acct. exec.

JO-LINE TOOLS, INC., 8442 Otis st., South Gate, Calif. Precision torque limiting wrenches. R. L. Barneson, pres., treas.; Wm. S. Woods, vice-pres.; R. Glen Woods, gen. mgr.; Myron Heggen, secy. **Det. Rep.**—Van F. Belknap Co., 15016 Fenkell ave., Detroit. **Adv. Agcy.**—Martin R. Klitten Co., Los Angeles, Calif.

JOMA MFG. CO., INC., 901 Zerega ave., New York 72, N. Y. Passenger car and truck mirrors. Joseph Fischer sr., pres.; Joseph A. Fischer jr., vice-pres.; Mrs. J. Fischer, secy.-treas.; John Dahlke, vice-pres. and traf. mgr.; Louis Shulman, prod. mgr. and pur. agt.

JONES BONDING & MFG. CO., PAUL R., 124 East 10 Mile rd., Hazel Park, Mich. Bonded: passenger car brake shoes; truck brake shoes; heavy machinery brakes and clutches; truck and tractor clutches; automatic transmission parts; adhesive coating of brake linings and all types of manufacturing with structural adhesives. Paul R. Jones, pres. and gen. mgr.; Virginia S. Jones, vice-pres., secy-treas.; C. Charles Boston, works mgr.; Paul R. Jones III, sales mgr. and asst. gen. mgr. 124 East 10-Mile rd., Hazel Park, Mich.

JONES & LAUGHLIN STEEL CORP., 3 Gateway Center, Pittsburgh 30 Pa. Hot rolled bars, shapes, special sections; carbon and alloy cold finished bars and shapes; hot extruded and cold drawn sections; hot and cold rolled sheets and strip; tubular products; wire products; tin mill products; wire rope. Ben Moreell, chmn. of the bd.; C. L. Austin, pres.; B. F. Jones III, secy.; H. H. Wunderlich, treas.; J. E. Timberlake, vice-pres., sales; H. E. Robinson, gen. mgr., Product Divisions; C. M. Merritt, gen. mgr. of sales; J. D. Paulus, dir.-pub. rel. & adv.; A. A. Archibald, vice-pres., engr. and plant; W. A. Morris jr., vice-pres. pur.; J. W. Lindsey, dir. of pur.; C. W. Gottschalk, asst. vice-pres., traffic. **Det. Rep.**—W. K. Breeze, Fisher bldg., Detroit 2, Mich.

JOYCE-CRIDLAND CO., 2027 E. First st., Dayton 3, O. Automobile, bus and truck lifts, Materialifts, hydraulic elevators, hydraulic jacks, railroad and industrial jacks. Huston Brown, pres. and sales mgr.; Kert Hott, vice-pres. and secy.; Warren Webster, vice-pres. and treas.; Merle P. Smith, gen. and works mgr.; John Miller, sales mgr. (lifts and jacks); Don W. Sweitzer, (material lifts); John Miller, adv. mgr.; Kert Hott, chief engr.; R. V. Park, pur. agt. and traf. mgr.; A. M. Hicks, asst. **Adv. Agcy.**—Weber, Geiger & Kalat, Dayton 2, O. H. A. Weber, acct. exec.

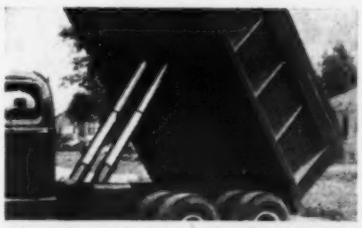
JUBILEE MFG. CO., 1931 S. 20th, Omaha 9 Neb. Electric horns, voltage regulators, hydraulic bumper jacks. John L. McCague, pres., gen. mgr.; Peter Nielsen, vice-pres.; Marie H. McCague, secy.; Hubert A. Lewis, treas.; Fred H. Tag, sales mgr.; John Kusleika, pur. agt. **Det. Rep.**—Raybern W. Davis, 16842 Warwick rd., Detroit 19. **Adv. Agcy.**—Allen & Reynolds, 1300 WOW bldg., Omaha, Neb.

(Continued on Page 244)

Sell Payload Performance THAT LASTS— Specify **HEIL** *Bodies and Hoists*

ONLY HEIL ENGINEERING PROVIDES LONG-LIFE DESIGN LIKE THIS...

- Exclusive interlocking subframe supports floor with interlaced cross members of close center distances to prevent sagging and distribute loading shocks evenly. A smooth, flat Heil floor dumps clean and fast, eliminates water pools that cause rust.
- A single sheet of heavy gauge steel forms the sides. These are welded to V-section braces and rugged corner posts to prevent bulging and distortion. There's no spreading of the tailgate dimension to interfere with gate operation.
- Exclusive Heil Perma-Pump is independently mounted so it can be lined up directly with the power take-off—there's less friction loss, and far less wear on universals.
- Heavier, thicker-splined drive shaft outwears ordinary units.
- Lift arms have fewer wearing parts and are designed so debris, rocks and foreign materials cannot impede operation. Cylinder heads are screwed on so all cylinder parts are easily accessible.
- Heil bodies are *all* steel so simple maintenance can be done by welding—there are no expensive castings to replace.



Heil offers either telescopic or twin arm hoists.

KEEP YOUR CUSTOMERS SATISFIED...with HEIL QUALITY

No truck is any better than the hauling unit mounted on it—that's why Heil bodies and hoists go a long way to build you a reputation for keeping your customers satisfied. Your nearby Heil distributor is always ready to help with that job. Depend on him.

BH-65

THE HEIL CO.

Dept. 5946, 3059 W. Montana St., Milwaukee 1, Wisconsin

Factories: Milwaukee, Wis.—Hillside, New Jersey

Who's Who in the Auto Industry

(Continued from Page 243)

K

K-D LAMP CO., 1910 Elm st., Cincinnati 10, O. Truck and passenger car mirrors, stop and rear lights, reflectors, clearance and marker lamps, flares, fusees, turn signals, fog lights, emergency vehicle and tractor lights, headlights. R. P. Vogele, pres. and gen. mgr.; N. C. Herrmann, works mgr.; Charles Adams, vice-pres. in chge. of sales; Robert S. Garbutt, adv. mgr.; L. W. Mappes, chief engr.; F. H. Thiel, traf. mgr. **Adv. Agcy.**—Associated Advertising Agency, Inc., First National Bank bldg., Cincinnati 2, O. George L. Service, acct. exec.

K-D MFG. CO., 526 N. Plum st., Lancaster, Pa. Automotive service tools, flat steel washers. Martin C. Delinger, pres.; H. W. Kulp, secy., treas.; Edward Barto, works mgr.; C. P. Brewster, vice-pres.-sales adv.; Parke I. Girvin, pur. agt. **Det. Rep.**—Lester D. Moss, 6432 Cass ave., Detroit 2, Mich. **Adv. Agcy.**—William D. Andes, Lancaster, Pa.

K & W PRODUCTS, 8319 Allport ave., Whittier, Calif. and Bloomington, Ind. Metallic seal, radiator seal, cylinder sleeve seal, waterless soap, 3-Way, water pump lubricant and rust inhibitor, color-test, tools, and equipment for block repair, radiator cleaner. F. J. Gaspard, pres.; K. L. Dieterle, vice-pres.; E. M. Hamilton, secy.; A. J. Mendenhall, treas.; S. O. Smith, sales mgr.; R. M. Cate, office mgr. and adv. mgr.; R. E. Fisher, asst. sales mgr. **Det. Rep.** — George Sietsma, 807 E. First st., Bloomington, Ind. **Adv. Agcy.**—Jack Wigle, Panorama City, Calif.

KAISER MOTORS CORP., Toledo, O. Automotive products. Directors: Clay P. Bedford, T. A. Bedford, Edgar F. Kaiser, Henry J. Kaiser, J. F. Reis, Alan E. Schwartz, E. E. Trefethen jr.; Henry J. Kaiser, chmn. of bd.; Edgar F. Kaiser, pres.; S. A. Girard, vice-pres. and gen. mgr.; John V. Banks, T. A. Bedford, Clay P. Bedford, Sidney W. Taylor, L. S. MacKay, Hickman Price jr., vice-presidents; R. J. Jespersen, vice-pres., comptr. and asst. treas.; J. F. Reis, vice-pres. and asst. treas.; E. E. Trefethen jr., vice-pres. and asst. secy.; Webb Wilson, vice-pres. and treas.; Walton S. Brown, secy.; E. R. Ordway, asst. treas. and asst. secy.; John L. Cook, asst treas.; Chad F. Calhoun, James F. Holden, Norman Howard, James H. Woodhead, asst. secys.; E. R. Jones, L. O. Staelens, asst. comptrs. **Det. Rep.**—Frank Brosnan, 13825 Grand River. **Adv. Agcy.**—Norman, Craig and Kimmel, 30 Rockefeller Plaza, New York 20, N. Y.

KAR GLAMOR, INC., 2118 N. Meridian st., Indianapolis, Ind. Car glamor products for use by Buick dealers exclusively. Steve Radford, pres. and sales mgr.; R. A. Blackburn, secy.-treas. **Adv. Agcy.**—G. A. Saas & Co., Indianapolis, Ind. G. A. Saas, acct. exec.

KAWNEER CO., 1105 N. Front st., Niles, Mich. Store front materials, doors and entrances, aluminum facing material, sun control products. L. J. Plym, pres.; H. W. Zimmer, exec. vice-pres.; I. R. Seely, adm. vice-pres.; Otis Winfield, vice-pres.; E. C. Witwer, secy.-treas.; C. R. Huizenga, exec. staff asst.; R. B. Diehl, works mgr.; D. S. Miller, vice-pres. in chge. of architect. sales; F. J. Smith, dir. of sales development; R. A. Mattson, adv. mgr.; R. W. Richards, pur. agt.; Russell Grafford, traf. mgr. **Det. Rep.**—W. A. Cunningham, 15136 James st., Oak Park 37, Mich.

KAY INDUSTRIES, INC., 1401 Twelfth st., Detroit 16, Mich. Welding to order; heli-arc, arc, gas welding, heat treat fixtures, ordnance vehicle exhaust systems, tubular automotive parts, stainless monel, inconel, hastelloy, titanium, copper, aluminum and other alloys; certified welding. James B. Webster, pres.; A. H. Chapman, chief engr.; K. E. Allen, pur. agt.

KAYDON ENGINEERING CORP., THE, McCracken st., Muskegon, Mich. Needle rollers, ball and roller bearings. F. J. Donovan, pres., gen. mgr.; J. F. Oehlhoffen, vice-pres., sales and adv. mgr.; Paul Starks, secy.; H. D. Sibley, treas.; Wm. J. Pierre, pur. agt. **Det. Rep.**—W. S. Turner, 445 New Center bldg. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Assoc., Milwaukee, Wis. F. Birch, acct. exec.

KEHAWKE MFG. CO., 718 South Elliott st., Muncie, Ind. National tire truer, Kehawke tire spreader, tru-arc buffer. D. D. Cooper, pres. and gen. mgr.; Don Cline, works mgr.; A. D. Bronnenberg, sales mgr.; Earl DeBoy, asst. mgr.; Keith Barefoot, chief engr.; Robert Denney, pur. agt.; L. V. Parry, gen. sales mgr. **Adv. Agcy.**—Bob Robinson, Inc., Muncie, Ind. R. L. Stassen, acct. exec.

KELLOGG DIV., American Brake Shoe Co., 97 Humbolt st., Rochester 9, N. Y. Air compressors, ⅛ H.P., 20 H.P. W. T. Kelly, pres.; G. N. Decker, 1st vice-pres.; J. R. Pauline, vice-pres.; F. L. Cogswell, vice-pres.; D. Judd, pur. agt. **Det. Rep.**—Don Sullivan. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, O. W. W. Horine, acct. exec.

KELLY REAMER CO., 3775 Ridge rd., Cleveland 1, O. Metal cutting tools. D. E. Van Deusen, pres., gen. mgr.; Blanche Van Deusen, secy.-treas.; D. J. Van Deusen, vice-pres.; M. C. Daw, chief engr.; Walter H. Lund, pur. agt.

KELLY SPRINGFIELD TIRE CO., Cumberland, Md. Pneumatic tires, tubes, tire accessories. E. S. Burke, pres.; Geo. B. Newman, vice-pres.; M. T. Powers, vice-pres. and sales mgr.; Wm. Walker, treas.; J. C. Warden, works mgr.; P. D. Collins, adv. mgr.; C. C. Acker, serv. mgr.; L. F. Keller, pur. agt.; H. M. Snowden, asst. pur. agt. **Adv. Agcy.**—Compton Adv., Inc., New York, N. Y. Jack Rees, acct. exec.

KELSEY-HAYES WHEEL CO., 3600 Military ave., Detroit 32, Mich. Passenger car, truck, tractor and farm implement wheels, brakes, hubs, drums, power brakes, electric trailer brakes, aircraft engine components, electronic devices. Geo. W. Kennedy, chm. of bd., Perry Williams, pres.; Lawrence Downie, Lester Downie, C. P. Meredith, vice-presidents; J. H. Carey, treas.; J. H. St. Laurent, secy.; H. H. Gasser, sales mgr.; C. W. Sinclair, chief engr.; W. L. Troutfetter, dir. pur. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit, Mich. D. F. Gordon, acct. exec.

KEM MFG. CO., INC., 20-21 Wagaraw rd., Fair Lawn, N. J. Fuel pumps and parts, ignition parts, fuel filters. L. D. Brown, pres.; Dennis D. Brown, vice-pres.; Howard M. Brown, secy., treas. and chief engr.; Al Heymann, sales mgr.; Erich Seizer, export asst. sales; Syd Frier, adv. and sales prom. mgr.; Sol Weil, sales engr. and serv. mgr.; Morris Friedman, pur. agt.; John Kieber, traf. mgr. **Det. Rep.**—Leonard Fox, 21 E. Bethune. **Adv. Agcy.**—David Cummins Associates, Inc., Glen Rock, N. J. George McPhail, acct. exec.

KENDALL CO., THE, Andrews-Alderfer Div., 1055 Home ave., Akron 10, Ohio. FABRIcushon and foam rubber. Ray Hoey, gen. mgr.; Ellis Smith, asst. gen. mgr.; M. Foster Fraleigh, chief engr.; Jay R. Hess, pur. agt. and adv. mgr.; Chas. Ream, engrg. devel. for auto. prod.; **Det. Rep.**—Gardner Staunton, 408 Fisher bldg. **Adv. Agcy.**—Leo Burnett, Chicago. George Stege, acct. exec.

KENDALL REFINING CO., 77 N. Kendall ave., Bradford, Pa. Lubricating oil, gear lube, chassis lube, special purpose greases, rust preventive. J. B. Fisher, pres.; G. H. Osborne, vice-pres. in chge. mktg.; H. V. Smith, vice-pres. in chge. refining; S. J. Brill, secy.; O. F. Koch jr., treas.; R. W. Sommer, mgr. lub. oil sales; H. Morley, mgr. gasoline sales; W. A. Knapp, mktg. asst. (adv.); E. C. Walker, pur. agt.; F. I. L. Lawrence, dir. of research; C. E. Hulme, mgr. field engrg.; J. S. White jr., traf. mgr. **Adv. Agcy.**—Landsheft & Barber, Inc. H. L. Barber, pres.

KEN-NITE CO., 2926 W. Hancock, Detroit 8, Mich. Automotive polishes and rubbing compounds, rubbing and polishing compounds for the furniture industries. E. M. Pilgrim, pres.; L. F. Nicol, factory mgr.; J. B. Downey, sales mgr.

KENT CO., INC., THE, 289 Canal st., Rome, N. Y. Floor machines, commercial vacuum cleaners (for wet and dry work), flux recovery vacuum cleaners, furnace and boiler cleaners. Gordon E. Kent, pres.; F. H. Ide, vice-pres., gen. mgr.; R. C. Stanton, treas.; D. D. Lambert, mgr. of mfg.; R. Morris, sales mgr.; Fred Yutzler, chief engr.; Ray Anderson, pur. agt. **Adv. Agcy.** — Moser & Cotins, Inc., Utica, N. Y. R. MacFarland, acct. exec.

KENT-MOORE ORGANIZATION, INC., General Motors bldg., Detroit 2, Mich. Automotive special service tools and equipment. J. D. Adair, pres.; T. F. Walker, exec. vice-pres.; A. E. Price vice-pres. (spec. accts.); W. L. Bainton, secy.; M. E. Hart, treas.; J. M. Seanor, dir. of sales; M. R. Chambers, distr. sales mgr.; C. S. Brandt, adv. mgr.; J. D. Ford, distr. sales prom. mgr.; J. S. Lanham, chief engr.; D. G. Clarke, pur. agt. **Adv. Agcy.**—Holden, Chapin, Larue, 1618 Wyoming, Detroit, Mich. R. Cleveland, acct. exec.

KENWORTH MOTOR TRUCK COMPANY, Seattle 24, Washington. Heavy-duty motor trucks, school buses. Paul Pigott, pres.; J. G. Holmstrom, vice-pres.; K. T. Worthington, asst. secy.; Donald E. Douglas, treas.; Murray Aitken, plant mgr.; Robert D. O'Brien, vice-pres. sales. E. P. Beezer, adv. mgr.; R. H. Kasper, serv. mgr.; R. C. Norrie, chief engr.; E. E. Beckett, traf. mgr. **Adv. Agcy.** — Beaumont & Hohman, Seattle, Wash.

KESTER SOLDER CO., 4201 Wrightwood ave., Chicago 39, Ill. Acid core solder and other flux-core solders, solid wire and bar solders, soldering salts and fluxes. F. C. Engelhart, pres.; F. Kaiser, works mgr.; J. H. Humble, sales mgr., chief engr.; G. E. Fischer, pur. agt.; M. J. Sweeney, pub. rel. mgr. **Det. Rep.**—H. D. Wixson, 6432 Cass ave., Detroit 2, Mich. **Adv. Agcy.**—Paul J. Steffen Co., Chicago 6, Ill.

KEYSTONE CARBON CO., State st., St. Marys, Pa. Powdered metal parts, oil-retaining bearings, negative temperature coefficient resistance units (thermistors), carbon-metal-graphite brushes, contacts. B. R. Reuscher, pres., gen. mgr.; A. A. Gleixner, vice-pres.; W. P. Geis, secy. and chief engr.; E. J. Crowe, treas., sales mgr.; E. D. Shea, adv. mgr.; L. C. Schaut, pur. agt.; W. J. Steuernagle, pub. rel. mgr. **Det. Rep.**—W. S. Turner, 446 New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—Walker & Downing, Pittsburgh, Pa. George Zilliac, acct. exec.

KEYSTONE COMPRESSOR CO., Ashburner and Hegerman sts., Philadelphia 36, Pa. Air compressors. David R. B. Robson, pres.; Frederick A. Myers, works mgr.; Ralph Mull, sales mgr.; Erwin Sachenmaier, supt.; David J. Matthews jr., pur. agt.

KEYSTONE TRAILER CO., INC., 1501 Guinotte ave., Kansas City 20, Mo. Keystone trailers, Keystone semi-trailers. E. J. Ziegler, pres.; A. E. Margolin, secy.; P. J. Chisholm, works mgr.; Ralph Train, sales mgr.; C. W. Stephens, serv. mgr.; J. C. Davies, adv. mgr.

KIDDE & CO., WALTER, 670 Main st., Belleville 9, N. J. Fire extinguishers and fire extinguishing systems. John F. Kidde, pres.; P. W. Eberhardt, vice-pres.; G. C. Hiss, secy.; W. L. Kidde, treas.; W. E. Morgan, sales mgr.; Stuart Grant, sales prom. and adv. mgr.; D. Mapes, chief engr.; E. R. Randall, pur. agt.; George Miller, traf. mgr. **Det. Rep.**—J. E. McAllister, Walter Kidde & Co., 3900 Grandy ave., Detroit 7, Mich. **Adv. Agcy.**—Cunningham & Walsh, Inc., New York City. Oakley W. Cooke, acct. exec.

KILBORN-SAUER CO., 1580 Post road, Fairfield, Conn. Flares, tail lights, clearance lights, directional signals, reflectors, mirrors and mirror heads, dome lights, spot and emergency lamps and trouble lights. Fred Sauer, pres. and treas.; Ethel Sauer, vice-pres.; Arthur Sauer, secy.

KIM HOTSTART MFG. CO., 917 West Broadway, Spokane 1, Wash. Engine preheaters. Stanley Power, pres. **Adv. Agcy.**—The Simon Co., Portland, Ore.

KIMBLE GLASS CO., Subsidiary of Owens-Illinois, P. O. Box 1035, Toledo 1, O. Battery hydrometers and antifreeze testers. R. H. Mulford, pres.; E. B. Dennis jr., dir. of sales; F. M. Osbourne, sales rep.; W. W. Saatkamp, pur. agt. **Det. Rep.**—L. E. Beitler, Kimble Glass Co., 3-108 General Motors bldg., Detroit 2. **Adv. Agcy.**—J. Walter Thompson Co., New York, N. Y., W. A. Perry, acct. exec.

(Continued on Page 245)

SINCE 1916 KRW A MARK OF DEPENDABILITY

K·R·WILSON·Inc.

TIME-SAVING – MONEY-MAKING

AUTOMOTIVE SERVICE TOOLS

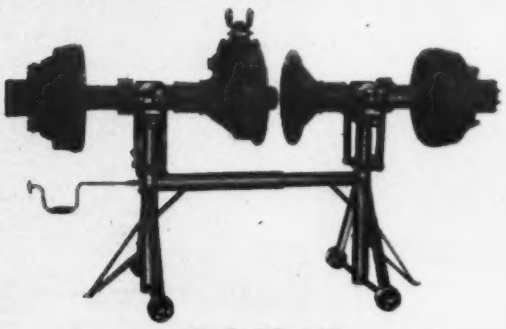
Every piece of KRW equipment is designed to do its job faster — better. KRW Tools and Equipment are ruggedly built for longer life and more dependable service.

KRW Automotive Service Tools not only pay for themselves many times over in labor savings, they also enable the handling of difficult jobs that in many cases were formerly beyond the scope of any service shop.

Write or wire our Arcade, New York offices for full information on the type of equipment in which you are interested.

SPECIAL AUTOMOTIVE HAND TOOLS

Time-saving special service tools that make difficult automotive repair jobs simple.

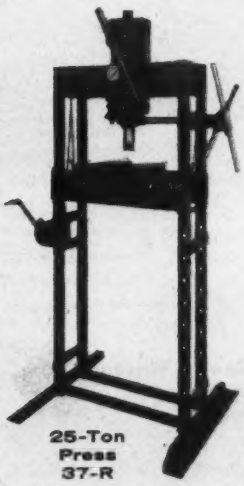


AXLE DOLLIE

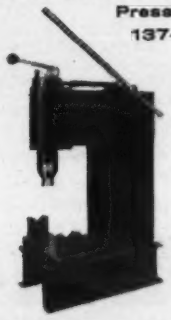
Holds all makes and types of car, truck and bus axles for easier servicing.

GEARED HEAD ENGINE OVERHAUL STAND

Rotates full 360° in either direction — holds all car and light truck engines up to 1000 lbs.



10-Ton Bench Arbor Press 137-BH



HYDRAULIC PRESSES

Specially built for service repair shop use. Designed to speedily and accurately accomplish such jobs as pressing bearings and bushings on and off assemblies.

KRW'S QUICK LIFT 4-TON HYDRAULIC JACK

Shown with KRW Universal Bumper Attachment

Jack raises to load with one stroke, has finger-tip controls on handle, safety over-load valve, double ball bearing casters. Optional bumper attachment fits all cars.

AUTOMOTIVE DIVISION

K·R·WILSON·Inc.

OFFICE & FACTORIES – ARCADE, NEW YORK, U.S.A.

World's Oldest Manufacturer of Automotive Service Tools and Garage Equipment

Who's Who in the Auto Industry

(Continued from Page 244)

KING ELECTRIC EQUIPMENT CO., 9123 Inman ave., Cleveland 5, O. Electrical ignition testing equipment, battery chargers, generator test stands, gas analyzers, and small tools for garage use. K. D. Fullerton, pres.; W. J. Bender, vice-pres.; George Makuh, vice-pres., engrg.; M. L. Fullerton, secy.; M. Troff, treas. **Det. Rep.**—William Janke. **Adv. Agcy.**—Interstate Advertising.

KING-SEELEY CORP., 315 South First st., Ann Arbor, Mich., also Scio, Mich. Automotive instrument clusters, including fuel level, oil pressure and temperature gauges, also ammeters, speedometers, and velocity governors. A. N. Gustine, pres.; W. E. Bandemer, vice-pres. and gen. mgr.; D. Gustine, vice-pres. in chge. of sales; D. T. Warner, vice-pres. and pur. agt.; K. M. Conklin, secy.-treas.; J. W. Potter, serv. mgr.; E. Sivacek, chief engr. **Adv. Agcy.**—Witte & Burden, Detroit, Mich. W. W. Burden, acct. exec.

KINGHAM TRAILER CO., INC., 1409 W. Hill st., Louisville 10, Ky. Truck trailers. John B. Kingham, pres.; E. J. Lucas, vice-pres., gen. mgr.; W. L. Broghamer, vice-pres., chief engr., prod. engr.; Hazel F Kingham, secy-treas.; V. C. Phelan, asst. secy.; C. S. Boyer, sales mgr.; E. H. Cosgrove, mgr. mfrs. sales; C. M. Falk, parts and traf. mgr.; P. W. Berry, pur. **Det. Rep.**—W. G. Retzlaff, Acme Trailer Co., 3400 W. Jefferson. **Adv. Agcy.**—W. J. Smith, Louisville, Ky.

KIPPS-ROBERTS MACHINE WORKS, 20 D st., S. E., Miami, Okla. Truck bodies (farm, commercial). Leroy K. Roberts, pres.; K. P. Sexton, vice-pres.; Ben T. Owens, secy.

KIRSPEL INDUSTRIES, INC., Livingston, N. J. Valve caps (automotive) passenger, truck and airplane tire irons, tools and equipment. Robert Kirspel, pres.; A. Judson, vice-pres.; G. Kirspel, secy.; W. Dowd, sales mgr.; H. Blenkle, chief engr. **Adv. Agcy.**—Formerly Gunn-Mears, New York, N. Y.

KIT MFG. CO., 1401 West 17th st., Long Beach, Calif. Kit Coach Homes (Trailer Coaches). J. H. Nicholson, pres.; D. Pocapalia, vice-pres.; A. J. Romeyn, secy.-treas.; V. T. Kruse, works mgr.; T. G. Fagan, vice-pres., sales mgr.; F. L. Shilling, adv. sales prom., pub. rel. mgr.; C. E. Bennett, serv. mgr.; C. C. Cooke, chief engr.; L. Braud, pur. agt. **Adv. Agcy.**—Byron H. Brown & Staff, Beverly Hills, Calif.

KITSON, INC., Arthur H., 20818 Harper ave., Detroit 36, Mich. Custom automobile emblem key and chain sets, key cutting machines and No-Wipe cleaner. Arthur H. Kitson, pres., treas.; V. M. Kitson, vice-pres., secy. **Adv. Agcy.**—Clark & Bobertz, Inc., Detroit, Mich. M. F. Denyes, acct. exec.

KLEEN-MOR MFG. CO., THE, 1508 N. Mill st., Jackson, Miss. Kleen-Mor autowashers. Robert Warwick, pres.; John Satterfield, vice-pres.; Glenda Hargrove, secy., treas.; Carl E. Huber, sales adv. and sales prom. mgr. **Adv. Agcy.**—The Miller Agency Co., Toledo, O. Frank E. Borer, acct. exec.

KLEER-FLO CO., 250 W. 57th st., New York 19, N. Y. Parts cleaning machines, parts cleaning brush, Roto-pumps, cleaning compounds. Louis Rosenberg, gen. mgr., gen. sales mgr.

KLOPP ENGINEERING, INC., 35551 Schoolcraft, Livonia, Mich. Feeler gauges, blades and roll stock, thickness gauges. Peter R. Klopp sr., pres.; A. M. Klopp, vice-pres.; M. C. Klopp, secy.; Peter R. Klopp jr., treas. **Adv. Agcy.** — Claude Whipple Agency, Detroit, Mich.

KNIGHT CO., GEO. C., 19720 W. 8 Mile rd., Detroit 35, Mich. Die casting, stamping, plating, automotive accessories, rear view mirrors, exhaust extensions, Kiddee Drivette seats, Happy-Go-Rounds, giant lifters. Geo. C. Knight, pres.; M. L. Marx, vice-pres.; Wm. A. Knight, sales mgr.; Carlton Koonter, dir. of engrg.; Frank Tabor, factory mgr.

KNIGHT-MORLEY CORP., 4612 Woodward ave., Detroit 1, Mich. Auto accessories, rear view mirrors, locking gas caps. C. E. Morley, pres. and sales mgr.; J. Langs, vice-pres.; J. Morley, secy.-treas.; V. Bonkowsky, off. mgr.; H. Hebel, works mgr.; M. Bernia, pur agt.; F. Theme, traf. mgr. **Det. Rep.**—C. C. Eden, Bloomfield Hills, Mich.

KNOEDLER MANUFACTURERS, INC., Streator, Ill. "Hydro-shock" booster springs, spring-hydraulic truck and bus operators seats. Fred E. Knoedler, pres.; Robert L. Knoedler, vice-pres. and adv. sales mgr.; Roy E. Knoedler, secy., treas. and works mgr.; H. Richard Knoedler, sales engr.; Donald L. Reher, asst. sales, asst. adv., traf. mgr.; Bernard McGurk, pur. agt. **Adv. Agcy.**—Arbingast, Becht & Assoc., Peoria, Ill. Harris Blomeyer, acct. exec.

KNOWLES-FISHER CORP., Industrial st., Gowanda, N. Y. Car heater valves, small car assemblies in any metal, car heater fittings, stampings, automotive machined parts, complete plating facilities, screw machine parts, cargo space truck heaters. C. E. Knowles, pres.; E. L. Fisher, vice-pres., treas., sales mgr.; L. H. Phillips, works mgr., pur. agt.; Ray Johnson, chief engr.

KNOX CORP., Main st., Thomson, Ga. Truck bodies, stake and platform bodies, automotive stampings. P. S. Knox jr., pres.; R. H. Harper, exec. vice-pres.; J. A. Hutchinson jr., vice-pres.; Harold Denton, dir. of sales; Eugene S. Fields jr., sales mgr.; J. O. J. Taylor jr., sales serv. mgr. **Adv. Agcy.**—Cashore and Co., 39 East Broad st., Savannah, Ga.

KOPP GLASS, INC., Swissvale, Pittsburgh 18, Pa. Sales Offices: East Orange, N. J., Oak Park, Ill. Colored signal glass for railroads, aircraft, airport, marine, traffic and automotive emergency lights, beam-control-lenses; industrial glass specialties to customers' specifications. C. J. Huot, pres.; F. S. Huot, exec. vice-pres., gen. mgr.; G. D. Hammond, secy.; Grant Curry, treas.; F. A. Frost, works mgr.; J. L. Newton, vice-pres. and sales mgr.; Dr. C. E. Leberknight, dir. research and engrg.; Harvey Clark, pur. agt.; J. B. Fullen, traf. mgr. **Adv. Agcy.**—Dowing Industrial Adv., Inc., Pittsburgh, Pa. J. F. Sweeny,

KRANISH TEXTILE CO., 381 Fourth ave., New York 16, N. Y. Nylon automobile seat cover fabrics. A. Kranish, owner.

KREMBS & CO., 669 W. Ohio st., Chicago 10, Ill. Fluxes for welding, brazing and soldering, coated welding electrodes, oxidizing agents for metals. M. B. Krembs, prop.; E. M. Bruecke, secy., pur. agt.; H. E. Wilson, gen. mgr. **Adv. Agcy.**—Brandt Advertising Co., Chicago, Ill.

KROPP FORGE CO., 5301 W. Roosevelt rd., Chicago 50, Ill. Steel and titanium forgings, forging engineering, rough machine land, finished machine work, structural steel, weldments, fabricated work. Raymond B. Kropp, chmn.; Roy A. Kropp, pres.; Raymond T. O'Keefe, exec. vice-pres. and treas.; Victor Brown, exec. vice-pres.; Leo T. Norville, secy.; John H. Nelson, works mgr.; John Mitchell, sales mgr.; Budd Gebhardt, asst. sales; James Blackmer, chief engr.; A. F. Tydeman, pur. agt.; Michael Lucas, traf. mgr. **Det. Rep.** — Kenneth Clark, 955 East Jefferson. **Adv. Agcy.** — Advertising Producers, Chicago, Ill. William Schofield, acct. exec.

KRYLON, INC., Ford and Washington sts., Norristown, Pa. Krylon spray enamels & primers, windshield sealzit. James W. Bampton, pres.; Elmore E. Kayser, adv. and prom. mgr.; A. Lebow, secy.; H. Ziembicki, asst. treas. **Det. Rep.**—L. Roy Johnson, 1936 Harry st., Saginaw, Mich.

KWIK-EZEE, INC., 54 Brooklyn ave., Westbury, L. I., N. Y. Wheel aligning equipment. Leo B. Castiglia, pres., chief engr.; John Castiglia, vice-pres., sales mgr., pur. agt.; Alfred W. Piccardi, works mgr.; Katie Castiglia, secy.; Thomas Castiglia, treas., adv. mgr.; Fred Bari, prod. mgr.

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L. C. PRODUCTS, 2232 Alvord st., Indianapolis 7, Ind. Automotive water pumps. A. I. Lewis, pres.; E. W. Phillips, gen. mgr.; works mgr.; Hulman Reed, mgr.; D. C. Schrope, sales mgr.; M. W. Wells, adv. mgr.; J. D. Greenlee, chief engr.; W. L. Phipps, pur. agt.; H. L. Dailey, traf. mgr.

LACKAWANNA LEATHER CO., 700 Grand ave., Hackettstown, N. J. Genuine upholstery leather. D. S. Good, pres.; D. H. McCree, vice-pres.; R. L. Dimm jr., secy.; J. D. Woodward, treas.

LaFONTAINE - DETROIT, 13639 Elmira, Detroit 27, Mich. Sales promotion campaigns, satin and outdoor cloth banners, cloth, fiber and metal signs, point of purchase displays, imprinting and mailing. T. J. LaFontaine, pres. and treas.; E. L. Coppock, exec. vice-pres. and sales mgr.; P. J. LaFontaine, secy.; S. P. LaFontaine, treas. and prod. mgr.; E. W. Knevals, copy chief.

La FRANCE PRECISION CASTING CO., 29th and McKean sts., Philadelphia 45, Pa. Chrome name plates. Joseph A. Tetl jr., gen. mgr. **Adv. Agcy.**—Louis B. Klein, Philadelphia, Pa.

LAHER SPRING & TIRE CORP., 26th and Magnolia sts., Oakland 7, Calif. Auto springs and leaves; passenger, truck and bus batteries; passenger, truck and bus tires and tubes, brake lining and engineered sets, segments and blocks. F. J. Laher, pres., gen. and adv. mgr.; C. M. Jorgensen, vice-pres., asst. gen. mgr.; F. P. Prevost, secy.; F. E. Moriarty, treas.; H. A. Johnson, vice-pres. and gen. sales mgr.; G. O. Spake, Eastern div. sales mgr.; T. J. Laher, asst. sales mgr.; Antone Goodall, adv. mgr.; H. B. Clary, chief engr.; J. Morority, pur. agt.; T. J. Laher, traf. mgr. **Det. Rep.**—C. M. Jorgensen, 26th and Magnolia sts., Oakland, Calif. **Adv. Agcy.**—O. E. Hopfer, Oakland, Calif.

LAKE AUTO RADIATOR MFG. CO., 5005 Euclid ave., Cleveland 3, O. Auto radiator cores for passenger cars, trucks, buses, diesel locomotives, and industrial equipment. Paul L. Shapiro, pres., treas. and gen. mgr.; Lillian Novick, secy. **Adv. Agcy.**—McCarty Co., Advertising, Inc., New York, N. Y. Robert Holley, acct. exec.

LAKEY FOUNDRY CORP., First and Water sts., Muskegon, Mich. Gray iron castings, semi-steel castings, wood and metal patterns. John O. Ostergren, pres. and gen. mgr.; Erwin R. Jones, vice-pres.; Gordon Robidoux, vice-pres.; George Spoelma, secy.; Russell C. Sundquist, treas.; R. F. Coverly, asst. secy. and asst. treas.; Fred Sheridan, sales mgr.; John Sprecken, plant engr.; Arthur E. Meier, pur. agt.

LAMSON & SESSIONS CO., 1971 W. 85th st., Cleveland 2, O. Bolts, nuts, screws, cotters, rivets, screw machine products. Roy H. Smith, chmn. of bd., dir.; George S. Case jr., pres.; R. G. Patterson, vice-pres. sales; J. G. Rayburn, gen. sales mgr.; D. J. Brown, exec. sales asst.; A. E. R. Peterka, div. sales mgr.; Don Koehl, mgr. auto. replacement sales; A. U. Klingman, mgr. railroad sales; C. A. Polinek, mgr. gov. and export sales; Ray Burns, asst. mgr. automotive replacement sales; F. J. DeCrane, dir. of pur.; L. J. Miller, pur. agt.; Lynn Schnoor, mgr. aircraft sales; G. N. Cottier, asst. pur. agt.; Gordon Kramp, traf. mgr. **Det. Rep.**—Lamson & Sessions, 7-237 General Motors bldg., Detroit. **Adv. Agcy.**—John B. Hickox, Inc., Cleveland, O. John B. Hickox, acct. exec.

LANAGAN & HOKE, INC., 2400 Emerald st., Philadelphia 25, Pa. Electrical automotive testing equipment. Frank C. Bellis, pres.; Irving B. Brager, treas.; Jerome Nathan, secy.

LANCASTER LENS, THE, 220-226 W. Main st., Lancaster, O. All types of lenses including stop, dome, back-up clearance, parking, tail, directional, fog and bullseye. S. A. E. specifications. Robert K. Fox, pres.; W. D. Timmons, E. A. Work, W. T. Greenlee, vice-presidents; L. C. Bush, treas.; J. J. Gerlach, secy.; T. B. Kendrick, factory mgr.; M. R. Hoover, sales mgr.; H. W. Echard, pur. agt.;

LANGLOIS BROS., 717 S. San Pedro st., Los Angeles, Calif. Truck equipment, trailers, third axles, school buses, transportation buses. Harry F. Langlois, Herbert N. Langlois, partners; Walter Scott, works mgr.; R. G. Barton, sales mgr.; W. G. McMillan, pur. agt.

LANSING STAMPING CO., 1159 S. Penn-

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...**Because of HOW IT'S MADE!** The New Purolator Micronic now has an aluminum laminate jacket—for sturdy, lasting sturdiness—for freedom from rust and acid-corrosion!

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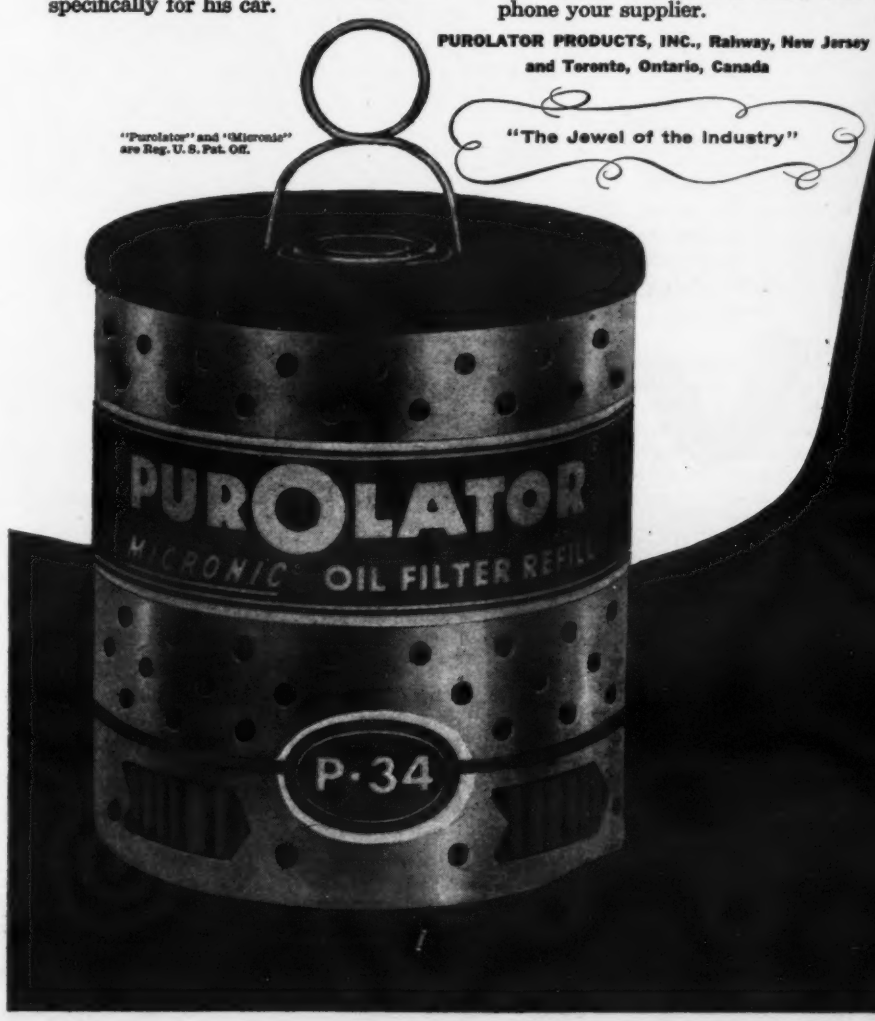

Who's Who in the Auto Industry

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sylvania ave., Lansing 2, Mich. Pressed metal products. G. F. Conway, pres., gen. mgr.; Henry Reniger, vice-pres.; L. S. Reese, vice-pres., treas.; E. D. Draper, secy., asst. treas.; R. M. Johnson, sales mgr.; O. Biost, pur. agt.; W. C. Baguley, factory mgr.

LARSON PRODUCTS, P. O. Box 24083, Los Angeles 24, Calif. Custom designed fog lights and other automotive accessories. Fred H. Larson, pres.; Tom A. Neal, vice-pres.; Jim H. VanRoekel, secy. and treas.; Jerry Marcus, gen. and sales mgr.; Robert D. Bame, works mgr.; Jack Glantz, asst. sales mgr., adv. mgr.; Vernon Stoop, traf. mgr.

LA SALLE STEEL CO., P. O. Box 6800-A, Chicago 80, Ill. Cold finished and furnace treated alloy and carbon steel bars. T. L. Kelly, pres.; A. F. Golick, vice-pres. in chg. of sales; G. W. Evens, plant supt.; W. E. Schneider, adv. and sales planning mgr.; G. B. Boyer, mgr. sales engrg.; G. B. Smith, pur. agt. **Det. Rep.**—H. N. Landis, 416 New Center bldg., Detroit 2.

LAS-STIK MFG. CO., Wayne and B. Hamilton, O. Polishing cloths, wash mitts, anti-fog cloth, bug cloth, white wall cleaner, liquid car wash, leather cleaner, dee-frost spray, tar remover. Louis C. Sohngen, pres., gen. mgr.; Neil L. Sohngen, vice-pres., adv. sales and sales prom. mgr.; Louis C. Sohngen jr., secy.-treas., works mgr., pur. agt.; Robert Wiseman, traf. mgr. **Det. Rep.**—Grantello Sales Co., Grand-Let bldg., 18501 Detroit ave., Cleveland, O. **Adv. Agcy.**—Rowe & Wyman Co., Cincinnati, O.

LATHEM TIME RECORDER CO., 76 Third st., N.W., Atlanta, Ga. Payroll and job time recorders, time cards of all types and racks. L. P. Lathem jr., pres., adv. and pub. rel. mgr.; H. G. Hooper, vice-pres., secy. and chief engr.; L. P. Lathem sr., treas., pur. agt.; Warren Kent, sales mgr.; F. E. Black, serv. mgr. parts and acc. mgr.; Fred Chapman, traf. mgr. **Adv. Agcy.**—J. Howard Allison Co., Atlanta, Ga.

LAUDAR CO., 121 E. Hill st., Thomson, Ga. Sales system, MDT inventory control, car service menu, 7 point invoice for car sales, service production system, salesmans prospect system, car service menu repair orders. Darrell M. Johnson, pres. **Adv. Agcy.** — Harrison Advertising Co., Augusta, Ga.

LAUREL PLASTICS, INC., 630 Fifth ave., New York 20, N. Y. Woven Saran fabric. Joseph Freidlin, pres.; Jerome K. Ballin, vice-pres.; Martin G. Frank, secy.; Stanley L. Ballin, treas.; Arthur Karr, gen. mgr. **Det. Rep.**—George A. Cavanaugh, 13710 West McNichols rd.

LEAKE STAMPING CO., THE, 1251 E. First st., Monroe, Mich. Metal stampings, brackets, rocker arms, mounting plates, cylinder head covers, accessory components, reinforcements, sub assemblies. James M. Leake, pres. and gen. mgr.; A. K. Hill, project engr.; H. G. Scott, pur. agt. **Det. Rep.**—William Schutt. **Adv. Agcy.**—Carl Eversole, Toledo, O.

LEE CO., K. O., 1100 First ave., S. E., Aberdeen, S. D. Valve refacer, seat grinder, seat insert tool; connecting rod aligner; valve seat rings, mobile valve shop; stud wrench; reamer drive; AC arcwelder. C. C. Lee, pres., gen. mgr.; Louis R. Anderson, asst. gen. mgr.; Don C. Stablein, sales mgr.; Phil J. Braunstein jr., adv. mgr.; Delo Lee, chief engr.

LEE ENGINEERING CO., 269 Armistice blvd., Pawtucket, R. I. Hydraulic tire demounters (for truck tires—three different models); hydraulic lifts (platform type and fork type). Joseph A. Waterman jr., gen. mgr.; Carmine Gambardella, chief engr.

LEE RUBBER & TIRE CORP., Factories: Conshohocken, Pa. and Youngstown, O. General office: Conshohocken, Pa. Motor vehicle tires and tubes, cement repair material, industrial and mechanical rubber conveyor and power belting, hose (various), extruded rubber products, etc. Albert A. Garthwaite, pres., gen. mgr.; Elden E. Leach, vice-pres.; Robert M. Brasaemle, vice-pres., chge. mfg.; Arthur H. Nellen, vice-pres. chge. dev. and res.; A. A. Garthwaite jr., vice-pres. chge. of plants; E. M. Ikirt, gen. mgr. (Republic div.); Daniel H. Handy, treas.; B. Herbert Lee, adv. mgr.; Paul Van Anda, secy.; T. C. Boase, asst. secy. (Republic div.); J. C. Carlin, process engr.; J. J. Conway, pers. dir.; Frederick Leopold, chief engr.; J. Russell Shaw, pur. agt. **Adv. Agcy.**—Gray & Rogers, 12 S. 12th st., Philadelphia 7, Pa.

LEEBAW MFG. CO., 65 Wayne ave., Youngstown 2, O. Industrial hand trucks. K. W. George, pres.; Herbert S. Leebaw, vice-pres., sales mgr. **Adv. Agcy.**—Paul Smith Adv. Agency, Youngstown, O.

LEECE-NEVILLE CO., 1374 E. 51st, Cleveland 3, O. Alternators starters, switches, regulators for use on trucks, buses and passenger cars. P. H. Neville, pres.; J. S. Allt, vice-pres. and treas.; A. D. Gilchrist, P. K. Bremser, H. J. Zuske, vice-presidents; Glen Crawford, adv. mgr.; Don McPherson, gen. pur. agt.

LEHIGH SAFETY SHOE CO., general office and warehouse: First and Minor sts., Emmaus, Pa. Safety-toe leather oxfords and shoes, safety-toe rubber shoes and boots. Lawrence Merle, pres.; Frank B. Griswold, vice-pres., gen. works and sales mgr.; Howard Swartwood, secy.; Bruce L. Babcock, treas. **Det. Rep.**—William C. Snell jr., 13185 Ohio ave., Detroit 38, Mich. **Adv. Agcy.**—Frederick-Clinton Co., Inc., 545 Fifth ave., New York City.

LEMPCO AUTOMOTIVE, INC., Cleveland 27, O. Automotive parts: ring and pinion gears, transmission and flywheel gears, parts for clutches and automatic transmissions, universal joints, power take-offs, timing gears and chains, axleshafts and driveshafts, wheel weights. A. B. Harding, pres.; J. Y. Blazek, exec. vice-pres.; M. Kreeger, vice-pres. and gen. mgr.; S. Kinkor, vice-pres. and sales mgr. **Adv. Agcy.**—Sweeney & James Co., Bulkley bldg., Cleveland, O. John E. Sorrell, acct. exec.

LEMPCO INTERNATIONAL, INC., Export Div., 5409 Dunham rd., Bedford, O. J. F. Strnad, pres.; Dorothy R. Kimmel, vice-pres. and gen. mgr. **Adv. Agcy.**—Sweeney & James Co., Bulkley bldg., Cleveland, O. John E. Sorrell, acct. exec.

LEMPCO PRODUCTS, INC., 5409 Dunham rd., Bedford, O. Subsidiary. Evans Reamer & Machine Co., New Lexington, O. Automotive shop equipment, brake drum lathes, electric and hydraulic presses; crankshaft grinders and straighteners; surface grinders, mobilcranes, boring bars, reamers and honers. James F. Strnad, chmn. of bd.; James J. Strnad, pres.; John Y. Blazek, exec. vice-pres.; William J. Blazek, vice-pres.; Albert B. Harding, vice-pres., sales; J. F. Fahey, treas.; Herbert A. Spring jr., secy.; A. B. Rowe, asst. sales mgr.; Ray Raymond, southern reg. mgr.; Charles Gaskill, eastern reg. mgr. **Adv. Agcy.**—Sweeney & James Co., Bulkley bldg., Cleveland, O. John E. Sorrell, acct. exec.

LE ROI DIV., Westinghouse Air Brake Co., 1706 S. 68th st., Milwaukee 1, Wis., Internal combustion engines, portable stationary and self-propelled air compressors. Paul I. Birchard, gen. mgr.; Gerald A. Weimer, production mgr.; J. E. Heuser, gen. sales mgr.; D. S. Permar, field sales mgr.; G. W. Graf, sales prom., adv. mgr.; W. F. Briney, mgr. construction ind. sales; R. L. McChain, mgr. Cleveland prod. sales; E. R. Couch, mgr. stationary compressor sales; P. Azzolina, mgr. service dept.; H. J. Buttner, mgr. engrg. dept.; V. C. Sommers, mgr. pur. dept. Reg. Mgr., R. G. Draper, 235 Brookpark rd., Cleveland 9, O. **Adv. Agcy.** — Hoffman & York, Inc., Milwaukee, Wis. W. Scott Fitz acct. exec.

LIBBY-OWENS-FORD GLASS CO., 608 Madison ave., Toledo 3, O. Safety glass, parallel-o-plate glass, thermopane insulating glass, safety plate glass, tuf-flex glass, window glass, shaded windshield, tempered glass, heat absorbing plate glass. G. P. MacNichol jr., pres.; C. W. Davis, exec. vice-pres.; E. M. Everhard, vice-pres. in chge. of sales; W. H. Haselbach, vice-pres. in chge. of engrg.; Ross C. Carey, secy.; Richard Weter, treas.; Franklyn R. Hawkins, adv. mgr.; Dale E. Hall, asst.; A. M. Young, sales prom. mgr.; J. C. Diehl, pur. agt.; John Faller, traf. mgr.; James M. Ashley, pub. rel. mgr. **Det. Rep.**—S. S. Hall, L-O-F Glass Co., 610 Fisher bldg., Detroit. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, O. E. V. Carlquist and R. C. Blumer, acct. executives.

L-O-F GLASS FIBERS CO., 1810 Madison ave., Toledo 1, O. Microlite and super fine thermal and acoustical insulation; glass fiber textile yarn; garan and vitron roving for plastic reinforcement. R. H. Barnard, pres.; T. A. Collins, vice-pres., asst. gen. mgr.; F. H. May jr., vice-pres., secy.-treas.; J. H. Plummer, vice-pres., mfg. and engrg.; Dominick Labino, vice-pres., dir. of glass res. & new processes; J. M. Johns, vice-pres., dir. of sales; R. W. Capaul, vice-pres., gen. prod. sales div.; C. F. Hegg, vice-pres., auto sales div.; R. E. Ansted, gen. pur. agt.; E. K. Bumcrots, gen. traf. mgr.; R. Petersen, mgr., customer serv. dept. **Dept. Rep.**—S. A. Marquis and J. Burman, 18263 Hartwell at James Couzens.

LIGGETT SPRING & AXLE CO., Monongahela, Pa. Axles for trailer vehicles of all types, leaf springs of all types, drop forgings. Charles E. Dexter jr., chmn. of the bd.; Marc J. Sandler, pres., treas.; Frank L. Seamans, secy.; Philip Shaffer, plant mgr.; J. W. Hammarberg, mgr., orig. equip. sales; J. D. Searles, dir. of pur. **Adv. Agcy.**—Lando Adv. Agency, Carlton House, Pittsburgh, Pa.

LIGGETT SUPPLY & EQUIPMENT CO., Elkhart, Ind. Complete running gear for trailers. Charles E. Dexter jr., chmn. of bd.; Marv J. Sandler, pres. and treas.; Leonard Dexter, vice-pres., gen. mgr. (Subsidiary of Liggett Spring & Axle Co., Monongahela, Pa.)

LIMA ELECTRIC MOTOR CO., Findlay rd., Lima, O. Electric motors, air compressors, machine tool drives, speed reducers. H. E. Reeder, pres.; Wayne M. Gideon, vice-pres., gen. mgr.; J. M. Winkler, secy.-treas.; P. F. Dwyer, gen. sales mgr.; Leo C. Wiss, asst. sales; Richard R. Knierim, sales prom. mgr., adv. mgr.; B. F. Wyandt, chief engr.; L. W. Hill, pur. agt.; V. King, traf. mgr. **Det. Rep.**—The Lima Electric Motor Co., 6432 Cass ave. **Adv. Agcy.**—The Central Advertising, Lima, O. R. H. Moore, acct. exec. The Faller Agency, Toledo, O. J. S. Faller, acct. exec.

LINCOLN BRASS WORKS, INC., 2051 12th st., Detroit 16, Mich. Precision built brass valves, parts and fittings. E. H. Mueller, pres.; D. E. DuPerow, vice-pres. and asst. gen. mgr.; Norb Hughes, sales mgr.; R. H. Marentette, pur. agt. **Adv. Agcy.**—Evans-Winter-Hebb, Inc., Detroit, Mich. Palmer Winslow, acct. exec.

LINCOLN ELECTRIC CO., 22801 St. Clair ave., Cleveland 17, O. Electric arc welders, AC/DC engine and AC, DC electric driven; electrodes; accessories for welding, electric motors, battery chargers. James F. Lincoln, chmn.; William Irrgang, pres.; J. S. Roscoe, exec. vice-pres.; A. F. Davis, vice-pres., secy. and adv. mgr.; G. G. Landis, vice-pres.; C. G. Herbruck, A. W. Sawyer, assts.; L. K. Stringham, vice-pres. engrg.; Harold Burnip, dir. of pur.; G. E. Tenney, serv. mgr.; Norman Zollar, traf. mgr.; E. Smith, chief engr. machines; N. Hoene, chief engr. electronics. **Det. Rep.**—The Lincoln Electric Co., branch office, 10228 Woodward ave. A. F. Boucher, dist. mgr. **Adv. Agcy.**—Griswold-Eshleman, Cleveland, O. Wm. Pelich, acct. exec.

LINCOLN ENGINEERING CO., 5701 Natural Bridge ave., St. Louis 20, Mo. Lubricating equipment, power lubrication systems; grease fittings; grease guns, manual and power operated; pumps (grease, oil, transfer, underbody coating materials); air, grease and oil hose. Alex P. Fox, pres.; Foster Holmes, 1st. vice-pres., treas.; Jonathan Kludt, vice-pres. in chge. prod.; Carl H. Mueller, vice-pres. in chge. engrg.; John E. Renner, vice-pres., in chge. sales; R. Kloos, adv. mgr.; Clark Schelp, sales prom. mgr.; Geo. Hubbard, special auto rep.; K. Webb, serv. mgr.; L. C. Rotter, chief engr.; D. K. Howell, pur. agt.; Vernon Hudder, traf. mgr. **Det. Branch Mgr.**—Morgan Lawton, 8627 Woodward ave. **Adv. Agcy.**—Oakleigh R. French & Assoc., St. Louis, Mo., K. J. Bayer, acct. exec. The D'Arcy Advertising Co., St. Louis, Mo., M. D. McQueen, acct. exec.

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Thermoid Company
Trenton, New Jersey

Who's Who in the Auto Industry

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LINCOLN DIV., Ford Motor Co., 3000 Schaefer rd., Dearborn, Mich. Lincoln passenger cars. Ben D. Mills, vice-pres. and gen. mgr.; Will Scott, mdse. and prod. planning mgr.; D. J. Allison, programming and facilities planning mgr.; H. B. Daniels, gen. sales mgr.; R. A. Hulce, gen. pur. agt.; W. D. Singleton, gen. mfg. mgr.; J. L. Craw, salaried pers. mgr.; D. R. Learned, div. contr.; L. E. Krieg, asst. to gen. mgr.; J. F. Mayhew, pub. rel. mgr.; J. J. Seregny, adv. mgr.

LINDE AIR PRODUCTS CO., Div. of Union Carbide and Carbon Corp., 30 East 42nd st., New York 17, N. Y. Industrial gases, oxygen, nitrogen, argon, acetylene, calcium carbide, oxy-acetylene apparatus for cutting, joining, treating, and forming metals, acetylene generators, welding rods and supplies, air-acetylene apparatus, electric welding equipment and supplies for Heliarc, sigma, and Unionmelt welding. **Det. Rep.** — T. F. O'Connell, 10421 W. Seven Mile rd., Detroit 21, Mich.

LINDSAY STRUCTURE, INC., 5000 Dempster st., Skokie, Ill. Prefabricated light sheet metal for steel or aluminum truck bodies. Owen S. Lindsay, pres. and treas.; L. Seton Lindsay, vice-pres.; A. E. Brunzell, secy.; Catherine C. Munson, adv. mgr. and pub. rel. mgr.; Robert L. Matson, chief engr. and pur. agt.; Elmer C. Sorenson, traf. mgf. **Adv. Agcy.**—The Fensholt Co., Chicago, Ill.

LINK-BELT CO., Executive office: Prudential Plaza, Chicago 1, Ill. Automotive timing chains, conveyors and power transmission machinery. R. C. Becherer, pres.; R. F. Bergmann, vice-pres. engrg.; H. L. Hoefman, vice-pres. mfg.; H. E. Kellogg, vice-pres. and treas.; B. V. Jones, adv. mgr.; Indianapolis Plant: 220 S. Belmont ave., Indianapolis, 6. F. H. Spencer, sales mgr.; W. G. Bally, mgr., automotive and diesel engine sales. Detroit District Office and Factory Branch Store: George Paige, mgr., 5938 Linsdale ave., Detroit 4. Manufacturing Plants, Sales Offices, Factory Branch Stores, Distributors and Representatives throughout the world. **Adv. Agcy.** — Klau-Van Pietersom-Dunlap Inc., Milwaukee 4, Wis. B. E. Hotvedt, acct. exec.

LINK ENGINEERING CO., 13845 Elmira ave., Detroit 27, Mich. Spring testers, oil consumption scales, center drills, dynmometers, flow meters, sheet tension indicator, special test equipment. H. W. Link, gen. mgr.; M. N. Weber, product development mgr.; R. A. Lundquist, sales mgr.; F. Romanski, chief engr.; A. L. Hill, pur. agt.

LION OIL CO., a Div. of Monsanto Chemical Co., Lion Oil bldg., El Dorado, Ark. **Refinery:** Gasoline, distillates, kerosene, light and heavy fuels, asphalts, lubricating oils, greases and protective coatings. **Chemical Plants:** Anhydrous ammonia, aqua ammonia, nitrogen solutions; sulphate of ammonia and ammonium nitrate fertilizer. T. M. Martin, pres.; A. F. Reed, vice-pres. and sales mgr.; J. E. Howell, R. E. Meinert and C. N. Barton, vice-presidents; Jeff Davis, secy.; E. W. Atkinson, treas.; J. B. Rogerson, mgr. of mfg.; J. H. Sheehan, sales mgr., petroleum sales; Leroy Donald, sales mgr., chemical sales; C. R. Olson, adv. and sales prom. mgr.; P. G. Anderson, traf. mgr.; Kavanaugh Dodson, pub. rel. dir. **Adv. Agcy.** — Ridgway Advertising Co., St. Louis, Mo.

LIPE-ROLLWAY CORP., 806 Emerson ave., Syracuse 1, N. Y. Heavy duty automotive clutches, production lathes, pneumatic bar feeds, portable hacksaw, cutters, automatic magazine loading bar feeds. H. F. Hodgkins, pres.; J. D. Williams, vice-pres., gen. mgr.; T. M. Hancock, secy.; W. M. Hall, treas.; H. C. Klix, supt.; R. C. Brett, adv. mgr.; J. H. Williams, sales mgr. (clutch div.); G. E. Ellis, gen. sales mgr.; E. R. Fish, chief engr.; C. B. Spase, chief engr., automotive development; R. S. Root, chief engr. (clutch div.); J. E. Edmonds, pur. agt.; G. S. Cronkite, traf. mgr. **Det. Rep.**—Gould Allen, 417 Southfield rd., Birmingham, Mich. **Adv. Agcy.**—Barlow Adv. Agency, 742 James st., Syracuse 1, N. Y.

LIQUID GLAZE, INC., 704 Sheriden st., Lansing 3, Mich. Protection treatment products for automobile finishes. John J. Mitchell, pres.; Harvey S. Steadman, secy. and treas.; Edward Hodowaine, sales mgr.; W. E. Kirksey, office and traf. mgr.; Marvin Ray, prod. engr.

LISLE CORP., 807 E. Main st., Clarinda, Ia. Magnetic plugs, ridge reamer, cylinder hone, rod aligner, brake cylinder hone, glaze breaker, Chevrolet valve guide driver, wet honing machine, Supco brake parts, cables and brake fluid. C. V. Lisle, pres., gen. mgr.; J. R. Arthur, vice-pres. and chief engr.; Edwin Lisle, vice-pres. and sales mgr.; T. E. Brooks, secy.; E. G. Thompson, works mgr., pur. agt.; O. S. Gregory, office mgr. **Det. Rep.**—Harvey J. Nestle, 16141 Harper ave., E. Detroit. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia. J. S. McLaren, acct. exec.

LITEMETAL DICAST, INC., 1927 Wildwood, Jackson, Mich. Aluminum and magnesium die castings. E. C. Hetherwick, pres.; R. C. Cornell, vice-pres. and sales mgr.; W. J. Donahue, secy.; C. W. LeRoux, treas.; W. A. Kavanaugh, vice-pres. and works mgr. **Det. Rep.**—F. E. Wickham, Inc., 19451 Jas. Couzens hwy. **Adv. Agcy.** — DuMahaut Adv. Agency, Detroit, Mich.

LITHO-PAINT POSTER CO., 525 Noble st., Chicago 22, Ill. Advertising displays for automotive dealers and national advertisers. V. A. Mock, pres.; W. J. Clark, vice-pres. sales; Harry Coleman, sales consultant; Norman Ukleja, prod. mgr.

LITTELFUSE, INC., 1865 Miner st., Des Plaines, Ill. Fuses and mountings for radio, electronic and automotive fields. E. V. Sundt, chmn. of bd.; T. M. Blake, pres.; D. G. Turmail, secy.; J. D. Hughes, vice-pres., gen. mgr.; H. A. Cornelius, sales mgr.; D. Shean, pur. agt. **Adv. Agcy.**—Burton Browne Adv., Chicago, Ill.

LITTLE GIANT PRODUCTS, INC., 1530 N. Adams, Peoria 3, Ill. Trailing axles, hand hoists, hand winches, frame extensions, sweepers. H. G. Sharp, pres.; M. S. Sharp, secy.-treas.; Gilbert Pacey, vice-pres. and gen. mgr.; L. F. Robison, vice-pres. sales. **Adv. Agcy.** — Ross Adv. Agency, Peoria, Ill.

LIVINGSTON CO., THE, 148 Amity rd., New Haven 15, Conn. ICU Plasticote auto polish, gas line anti-freeze, spook-nylon sponges. Fred C. Roessler, pres.; Henry W. Houser, vice-pres., treas.; Edith S. Houser, secy.; Dorothy C. Roessler, asst. secy

LOCAL TRADEMARKS, INC., 87 Madison ave., New York 16, N. Y. Syndicated advertising campaigns, newspaper, point-of-sale and animated TV spots. Rudolph F. Purpus, pres.; John C. Ryder, vice-pres.

LoDAL, INC., Walnut and Railroad, Norway, Mich. LoDal hydraulic truck loaders, street sweepers, dump body sideboards, cab shields, snow plows. J. Raymond Brisson, pres., gen. and sales mgr.; William Asselin, vice-pres.; Max Zacks, secy., treas.; Walter O. Brisson, works mgr., pur. agt. **Det. Rep.**—Industrial Truck Service, 1885 Harper ave. **Adv. Agcy.**—R. C. Breth, Green Bay, Wis.

LOGANSPORT MACHINE CO., INC., Logansport, Ind. Air and hydraulic cylinders and valves, presses, power units, pumps. C. H. Wilkinson, pres.; H. J. Peppercorn, vice-pres. and gen. mgr.; L. L. Austin, vice-pres. and secy.; E. L. Kimes, vice-pres. and treas.; L. R. Burger, sales mgr.; H. L. Stewart, asst. sales and adv. mgr.; R. Becker, chief engr.; Morris McAtee, pur. agt. **Det. Rep.**—Logansport Machine Co., 2413 East 7 Mile rd., Detroit 34, Mich. **Adv. Agcy.**—Willis S. Martin Co., Fort Wayne, Ind. Floyd D. Jeffries, acct. exec.

LONG MANUFACTURING DIV., Borg-Warner Corp., 12501 Dequindre st., Detroit 12, Mich. Automotive radiators, clutches and torque converters, and industrial torque converter assemblies. T. J. Ault, pres. and gen. mgr.; R. Walters, secy.-treas.; H. H. Whittingham, vice-pres. in chge. of sales; F. B. Herz, vice-pres.; C. E. Dombrowski, vice-pres. in chge. of mfg.; D. T. Sicklesteel, mgr. of ind. sales and engrg.; W. L. Pringle, sales mgr.; C. M. Woods, serv. sales; H. A. Jewell, dir. of pur.; R. B. Scott, pur. agt.; C. E. Stuckey, asst. pur. agt.; D. W. Lysett, dir. of prod. engrg.; R. C. Zeidler, dir. of res. engrg.; J. W. McDonald, dir. of ind. rel.; W. E. Rowe, mgr. of quality. **Adv. Agcy.**—Kenneth Drake Associates, 600 Griswold, Detroit 26, Mich.

LORD MFG. CO., 1635 W. 12th st., Erie, Pa. Bonded rubber products; anti-vibration and shock absorption devices. Thomas Lord, pres.; A. G. Postlewait, vice-pres.; Mrs. B. M. Hartman Lord, secy.-treas.; J. C. Mitchell, mgr. of mktg.; R. C. Henshaw, mgr. of engrg.; R. B. Tousey, supt. mfg. div.; G. H. Billman, mgr. of field engrg.; D. P. Cobb, pur. agt.; R. E. Ricketts, adv. mgr. **Det. Reps.**—E. C. Vallin and R. E. Koldoff, 2842 W. Grand blvd.

LUCAS ELECTRICAL SERVICES, INC., 653 Tenth ave., New York 19, N. Y. Distribution of electrical spare parts for British trucks, automobiles and motorcycles manufactured by the parent concern, Joseph Lucas, Ltd. A. B. Waring, pres.; W. G. Owens, vice-pres.

LUMIDOR MFG. CO., INC., 4801 E. 50th st., Los Angeles 58, Calif. Spotlights, curb finders, roller cabinets, work benches, tool toters, power tool benches, fluorescent fixtures. E. C. Cranston, pres., gen. mgr.; A. N. Nielsen, vice-pres.; R. G. Kirkton, plant mgr.; F. A. Buchanan, pur. agt.; John Bradshaw, traf. mgr.

LUMITE DIV., Chicopee Mills, Inc., 47 Worth st., New York 13, N. Y. Automobile seat cover material and upholstery. W. J. Holman jr., pres.; H. H. Purvis, vice-pres. in chge. of mfg.; W. Chester, treas.; J. F. Nicholl, vice-pres. and gen. mgr.; George H. Day II, vice-pres. and gen. sales mgr.; G. V. Atkison, prod. dir. **Det. Rep.**—Harold W. Brown, 615 Livernois ave., Ferndale, Mich. **Adv. Agcy.**—Lennen & Newell, Inc., New York City, N. Y. Shirley Estey, acct. exec.

LUSTRE PRODUCTS CORP., Box 803, Lansing, Mich. Manufacturers and national distributors of chemicals and equipment for automobile beauty care. John J. Mitchell, pres.; Harvey S. Steadman, secy.-treas.

LUSTUR-SEAL CORP., 533 Hupp ave., Jackson, Mich. Lustur-Seal car paint treatment. Ed Hall, pres., sales and serv. mgr.; M. J. Walker, vice-pres.; Claude Flick, vice-pres., works mgr.; D. R. Wiley, secy.-treas., gen. mgr., pur. agt.

LUTHY AERONAUTICAL SALES CO., 302 Cooper st., Jackson, Mich. Spark plugs, piston rings, safety belts. F. A. Buthy, pres.; Gerald Braley, secy., chief engr. **Adv. Agcy.**—Godden Agency, Inc., 1705 Probert rd., Jackson, Mich.

LYK NU CO., INC., 279-281 E. 139th st., New York 54, N. Y. Waxes, fabric cleaner pre wax cleaner, stop rust, snow white-spray white wall tire cleaner. Al A. Banks, pres.; Harold Banks, vice-pres.; Lillian La Vine, gen. mgr.; Lester Poliner, sales mgr.

LYON, INC., 13881 W. Chicago blvd., Detroit 28, Mich. Stainless steel wheel covers and wheel trim, discs and rings; metal whitewalls, and stampings. G. Albert Lyon, chmn. of bd.; G. A. Lyon jr., pres.; R. E. Lyon, exec. vice-pres.; Alberta L. Judd, secy.; G. W. Hain, automotive sales mgr.; R. M. Hodgson, asst. sales mgr.; H. J. Eynon, prod. mgr.; V. G. Converse, dir. of pur.; C. F. Hanna, Geo. C. Czuba, asst. pur. agts.; J. W. Tulloss, gen. mfg. mgr. **Adv. Agcy.** — MacManus, John and Adams, Detroit, Mich. Robert F. Shaw, acct. exec.

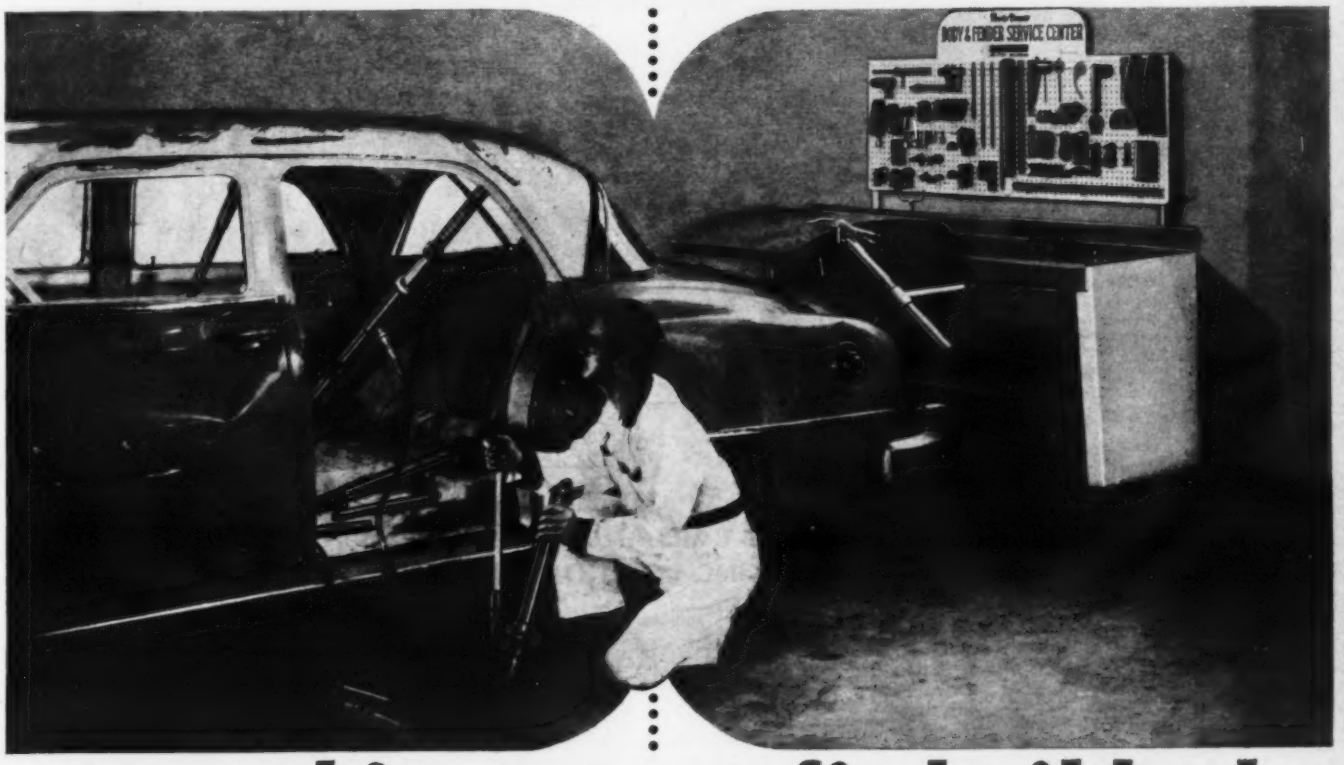
LYON METAL PRODUCTS, INC., Aurora, Ill. Parts bin systems, bulky parts racks, benches, lockers, toolstands, tool boxes, shop equipment. H. B. Spackman, pres.; J. M. Olesen, vice-pres. chge. of sales; L. D. Deal, secy.-treas.; O. M. Konrath, gen. prod. mgr.; Leonard B. Rhodes, adv. and sales prom. mgr.; D. K. Powelson, asst. adv. mgr.; S. C. Senyard, pur. agt.; H. McManus, traf. mgr.; Neal Ormond, pub. rel. mgr. **Det. Rep.**—W. J. Meidell, mgr. Lyon Metal Products, Inc., 209 Curtis bldg., Detroit 2, Mich. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago, Ill. E. T. Taylor, acct. exec.

M

M & W GEAR CO., INC., Anchor, Ill. Add-power sleeve and pistons, live power P. T. O. clutch, live power hydraulic systems, 9 speed transmissions. Elmo

(Continued on Page 248)

Your body man can be



your biggest profit builder!

Tested Porto-Power plan helps him produce 25% to 40% more labor dollars!

• Your body shop can be the most profitable end of your repair business —increasing service absorption—even sustaining your whole organization!

• But you can't reach those potentials unless you have the basic equipment for roughout and straightening . . . the first step in most major body jobs. And that calls for "Porto-Power" pumps, rams, spreaders and work attachments *essential* to handling the many types of body styles and damage encountered today!

• Complete hydraulic "Porto-Power" and attachments cut labor costs by increasing the output of high-paid body men. For example, complete "Porto-Power" equipment, as available with "Bench Rack" work centers for every man, helps them produce 25% to 40% more labor dollars for you. And that creates more body parts profits too!

• "Porto-Power" helps you make bids that get the business and widens the profit margin on every job by getting it done faster, easier, on schedule. It increases peak load capacities so profitable jobs can be taken on *even at busiest periods.*

• Don't miss out on the growing profits in body rebuilding. Drop into your shop to check methods and equipment — see if *every man* has adequate "Porto-Power" equipment to function *independently* at his output *peak.*

Your Blackhawk jobber will gladly help you rate your "Porto-Power" for profit power — show you how to bring it up to date for maximum efficiency. Call for his help today!

Porto-Power is built only by

BLACKHAWK® WORLD'S LARGEST MANUFACTURER OF HYDRAULIC TOOLS

BLACKHAWK MFG. CO., Dept. P-4046, Milwaukee 46, Wis.

Who's Who in the Auto Industry

(Continued from Page 247)

Meiners, pres.; J. C. Ertel III, secy.-treas.; E. W. Lapp, pur. agt.; W. E. Volk, sales mgr.; Loren Alpers, ass't sales; J. C. Hey, sales engr. **Mich. Rep.**—Dave Gardner, R. R. No. 1, Fulton, Mich. **Adv. Agcy.**—The Biddle Co., Bloomington, Ill.

MacDONALD MFG. CO., 550 Green, New Baltimore, Mich. Automotive knobs, escutcheons, plastic brake handles, back-up, tail and parking lamp lens, arm rests, nylon bushings, nylon speedometer gears, and dalls, etc. Stuart MacDonald, pres.; Jay H. Kuhn, vice-pres.; George Wessel, pur. agt.; John Totten, plant mgr. **Det. Rep.**—Crawford-Mazer, Inc., 715 Fox bldg.

MACHINED PARTS CORP., 6209 Hamilton, Detroit 2, Mich. Automotive electrical products. M. M. Moats, pres. and gen. mgr.; H. D. Mair, exec. vice-pres.; B. A. Moats, vice-pres.; W. Palmer Lanagan, vice-pres., chge. of research, development; J. D. Ward secy.; Ray R. Buckman, pur. agt.

MACHINERY & EQUIPMENT EXCHANGE, INC., 3400 W. Fort st., Detroit 16, Mich. Toolroom and production metal working machinery and equipment, steel shop equipment, shelving, lockers, parts bins, work benches, air compressors, electric motors, spray equipment, electric tools, electric and chain hoists, hydraulic jacks, body jacks, vises, flexible shaft bench and floor grinders, hand and hydraulic operated arbor presses, arc welding equipment, tote pans, shop boxes, etc. Albert M. Egrin, pres.

MACK MOTOR TRUCK CORP., 350 Fifth ave., New York 1, N. Y. Trucks, tractors, buses, fire apparatus. P. O. Peterson, pres.; M. E. Stover, vice-pres., finance; E. G. Ewell, vice-pres., sales; G. F. Jones, vice-pres., exec. admn.; L. E. Minkel, vice-pres. and sales mgr.; J. M. Steffee, vice-pres. pur.; A. G. Crockett, dir. sales development; H. Rowold, mgr. natl. and fleet sales; E. J. Dinkel, secy.; T. J. Zeller vice-pres., operations and engrg.; H. Bernard, dir. serv. **Det. Rep.**—E. H. Dillow, 10401 Ford rd., Dearborn, Mich. **Adv. Agcy.**—Doyle, Kitchen & McCormick, Inc., New York 17, N. Y. R. Doyle, acct. exec.

MACKENZIE MUFFLER CO., INC., 460 N. Meridian rd., Youngstown 9, O. Automotive exhaust systems, automotive oil filters, and automotive and industrial mufflers. K. B. MacDonald, pres., treas.; J. C. Stewart, exec. vice-pres. and gen. mgr.; Myron Ullman, secy.; W. W. Marriott, works mgr.; F. G. Hyatt jr., sales mgr., ind. div.; F. Hyatt, chief engr.; L. Miller, pur. agt.; M. Merlo, traf. mgr.

MACKLIN CO., 2914 Wildwood rd., Jackson, Mich. Grinding wheels, sharpening stones and other abrasive products. R. C. Franklin, pres.; W. V. Blake, vice-pres., engr.; R. O. Lane, vice-pres., sales engr.; M. T. Hunt, vice-pres., sales mgr. eastern div.; Jack Arnst, sales mgr. western div.; C. E. Etheridge, secy.-treas.; J. E. Saathoff, works mgr.; R. B. Howlett, adv. mgr., dir. of pur.; E. M. Scheiffler, asst. pur. agt. **Det. Reps.**—N. H. Balz, mgr.; W. E. Howard, R. L. Hackett, W. E. Scholes, 1144 W. Baltimore. **Adv. Agcy.** — Rumsey & Assoc., 219 S. Superior st., Albion, Mich.

MACLEOD CO., THE, Box 452, Sharonville, O. Abrasive blast, dust arrester, oil burning and blacking swab sprayer equipment for factories, foundries, mills; guns for spraying cement and sand, sand dryers. E. F. Hoffman, pres.; Thomas J. Hollmeyer, vice-pres.

MACMILLAN PETROLEUM CORP., 530 West 6th st., Los Angeles 14, Calif. Ring-free motor oils, greases, asphalt, diesel and jet fuel, naphtha, road and lubricating oils. R. S. Macmillan, pres.; S. M. Batterson, exec. vice-pres.; S. M. Thompson, asst. secy. and treas.; William A. Powell, vice-pres. refinery mgr.; H. C. Akerberg, vice-pres. lube oil mgr.; O. H. Muller jr., vice-pres., adv. and sales prom. mgr. **Adv. Agcy.**—Roy S. Durstine Co., New York, N. Y. Wm. Sloan, acct. exec.

MAC'S SUPER GLOSS CO., INC., 6040 N. Figueroa st., Los Angeles 42, Calif. Auto polishes, cleaners, rust remover, radiator compounds, etc. R. MacIsaac, pres.; Ted J. Smith, vice-pres. in chge. of sales; Wm. W. Gregory, secy.-treas.; Ray Gallagher, works mgr.; M. Egan, secy. and pur. agt.; Max Seyster, Detroit dist. mgr. **Det. Rep.** — Max Seyster, 1639 Ridge ave., Evanston, Ill. **Adv. Agcy.** — Hixon & Jorgensen, Los Angeles, Calif.

MACTON MACHINERY CO., INC., Dyke Lane, Stamford, Conn. Automobile display, car washer and industrial turntables. D. Bruce Johnston, pres.; K. Alison Johnston, secy.-treas. **Adv. Agcy.**—Birdsall Co., 76 Wilson st., Hartsdale, N. Y. Harry Birdsall jr., acct. exec.

MADAY BODY & EQUIPMENT CORP., 36-50 "A" st., Buffalo 11, N. Y. Commercial truck bodies and special equipment. Walter Maday, pres.; Henry S. Maday, secy.-treas. and gen. mgr.; A. Galantowicz, vice-pres. and credit mgr.; Elmer C. Fox, pur. agt.; H. Bruce Maday, asst. plant supt. **Adv. Agcy**—Henry J. Weil, Inc., Buffalo, N. Y.

MAGIC TOOLS, INC., 991 Williams, San Leandro, Calif. Body and fender straightening tool. V. E. Robbins, pres. **Det. Rep.**—Earl Taylor, 604 W. 3rd st., Royal Oak, Mich.

MAGNAFLUX CORP., 7300 W. Lawrence ave., Chicago 31, Ill. Nondestructive testing materials and equipment. F. B. Doane, pres.; W. E. Thomas, exec. vice-pres.; W. D. Reid jr., plant mgr.; A. E. Christensen, chief engr.; C. D. Ceske, pur. agt. **Det. Rep.**—K. Van Kirk, mgr., 2777 East Grand blvd. **Adv. Agcy.**—Glenn-Jordan-Stoetzel, Inc., Chicago 31, Ill. H. W. Stoetzel, acct. exec.

MAGNALINE CO., 1615 Pine st., San Francisco 9, Calif. Wheel aligners. Albert Peters, pres.

MAGNETIC DRAIN PLUG CO., Rt. 58, Wellington, O. Magnetic pipe, drain, filler and special plugs. Samuel B. Katz, pres.; Pearl B. Katz, treas.; Roy S. Gurnick, asst. to pres., plant mgr.

MAGNETOOL DIV., MULTIFINISH MFG. CO., 26341 W. 8 Mile rd., Detroit 19, Mich. Releasing hand magnets, coolant pump filter magnets, magnetic tramp iron traps, sweepers, tank retrievers and automation devices; sheet separators. A. T. Churchill, pres., gen. mgr.; R. S. Toggweiler, vice-pres.; D. E. Jess, secy., sales mgr.; P. J. Hurst, serv. mgr. **Adv. Agcy.** — Rossi & Co., Detroit, Mich.

MAGNUS CHEMICAL CO., INC., South ave., Garwood, N. J. Automotive cleaning compounds and cleaning machines. W. M. Campbell, pres.; R. W. Mitchell, vice-pres.; W. M. Garbe, treas.; H. Y. Barrow, secy.; R. Krele, adv. mgr.; H. Miller, asst. adv. mgr.; G. Slaight, pur. agt. **Det. Rep.**—W. F. Gregory, 16535 Lawton ave., Detroit 21, Mich. Norman Schairer, 12526 Dresden ave., Detroit 5, Mich. **Adv. Agcy.** — Brudno & Bailey, 121 Prospect st., Westfield, N. J.

MAGNUSON PRODUCTS CORP., Brooklyn, New York, 1, N. Y. Cleaning compounds. I. C. Magnuson, pres.; R. F. Burch, vice-pres.; W. F. Nickerson, sales mgr. **Adv. Agcy.**—Asher, Godfrey & Franklin, New York, N. Y. Edgar Rosston, acct. exec.

MAGUIRE CO., INC., WALTER, 60 E. 42nd st., New York 17, N. Y. Detroit Office: 12147 Manor ave., Detroit 4, Mich. Cortland emery aggregate for Emeri-Crete heavy duty floors. Walter R. Maguire, pres. **Mich. Rep.**—Russ Brown.

MALLORY ELECTRIC CORP., 12416 Cloverdale, Detroit 4, Mich. Ignition coils, distributors and systems, circuit breakers, condensers, ballbearings circuit breaker plates, dual point conversion kits. M. Mallory, pres., treas.; H. Gardner, vice-pres., sales mgr.; F. Schumann, secy.; M. Mallory jr., gen. mgr.; V. Whitecotton, works mgr.; B. Knaggs, chief engr.; P. L. Labadie, pur. agt., pub. rel. mgr.; J. Labadie, traffic mgr.

MALL TOOL CO., 7740 S. Chicago ave., Chicago 19, Ill. Portable power tools: electric and pneumatic impact wrenches, drills, screwdrivers, sanders - polishers, grinders; flexible shaft grinders, sanders and polishers. A. W. Mall, pres.; Ralph Schwass, vice-pres.; W. H. Sanders, secy.-treas. **Det. Rep.** — Mall Tool Co., 8635 Gratiot ave., Detroit.

MALSBARY MFG. CO., 845 92nd ave., Oakland 3, Calif. Fireless cleaners, steam vapor cleaners, high pressure combination cleaners. A. E. McIntyre, pres. and gen. mgr.; Walter Taylor, vice-pres.; M. K. Dugener, sales mgr.; Walter F. Malsbary, secy.-treas.; L. F. Linn, pur. agt. **Det. Rep.**—F. W. Hammond, 315 N. Ravena blvd., Ann Arbor, Mich. **Adv. Agcy.**—George McNutt Agency, Oakland, Calif.

MANBEE EQUIPMENT DIV., Bear Mfg. Co., Rock Island, Ill. Wheel balancers, wheel aligning equipment, axle straightening equipment, head light testing equipment and frame straightening equipment. L. M. Cheek, gen. mgr.

MANCUSO ASSOC., INC., 726 Lothrop, Detroit 2, Mich. Facilities for creative planning, development, layout, art and copy covering sales promotion and incentive programs for automotive manufacturers and their dealers. Tony Mancuso, pres., treas.; Carl H. Eissfelt, vice-pres.; Lottie Chmielnicki, secy.; Charles H. Werner, gen. mgr.; Peter G. Medonis, Robert Chester, acct. exec.

MANLEY DIV., American Chain & Cable Co., Inc., 1100 E. Princess st., York, Pa. Hydraulic jacks, hydraulic presses, engine stands, floor cranes, wrecking cranes, tire inspectors, chain hoists, trestles. W. F. Wheeler, chmn. of bd.; C. N. Johns (N. Y.), pres.; W. D. Kirkpatrick (York, Pa.); E. J. Williams, Henry Ervin, (N. Y.), vice-presidents; A. C. Laske, secy.; Stanley Mann (N. Y.), treas.; W. W. Berchtold (York, Pa.), sales mgr.; E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

MANSFIELD TIRE & RUBBER CO., Mansfield, O. Tires and tubes. J. H. Hoffman, pres.; E. E. Stevens, vice-pres.; J. W. Hammer, adv. and sales prom. mgr.; J. M. Slattery, dir. pur.; C. K. Smaltz, traf. mgr.; M. L. Bayer, factory mgr.; John Schroeder, pub. rel. mgr. **Det. Rep.**—F. D. Boals.

MANUFACTURERS PROCESSING CO., 1360 Hilton rd., Ferndale 20, Mich. Vapor degreasers, ultrasonic cleaning equipment, degreasing solvents, metal parts washers, cold cleaners, cleaning compounds, cleaning tanks, paint strippers, metal cleaning detergents, wet spray booth compounds and emulsion cleaners. R. C. White, pres., gen. and sales mgr.; J. S. Cell, vice-pres., chief engr.; Leon Plane, secy.; C. White, treas.; Elmer Muthers, works mgr. **Adv. Agcy.** — Zelsy and Associates, Detroit, Mich. S. M. Zelsy, acct. exec.

MANZEL DIV., Houdaille Industries, Inc., 315 Babcock st., Buffalo 10, N. Y. Special automotive service tools and equipment arbor presses, portable floor cranes, Trans-lift and Trans-lift jr. Ralph F. Peo, pres., chmn. bd.; G. C. Saltarelli, vice-pres., chge. of oper.; Herbert H. Roosa, vice-pres., group exec.; Granger B. Thurstone, gen. mgr.; Merle J. Timmerman, sales mgr. **Adv. Agcy.** — Baldwin, Bowers & Strachan, Inc., Buffalo 2, N. Y.

MARBLETTE CORP., 3721 30th st., Long Island City 1, N. Y. Liquid and cast phenolic resins, epoxy laminating and casting resins. Samuel Glickstein, pres.; Max Hilrich, res. dir. **Det. Rep.**—Frank Bogart, 19741 James Couzens hwy., Detroit. **Adv. Agcy.**—MacLean Advertising Agency, Inc., 207 East 37th st., New York 16, N. Y. Theodore M. Seller, acct. exec.

MARCHANT CALCULATORS, INC., 1475 Powell st., Oakland 8, Calif. Automatic electric calculators, "Minlac" electronic digital computers and data processing systems. Edgar B. Jessup, pres.; Walter Kassebohm, vice-pres. mfg.; Wallace W. Knox, vice-pres. and gen. counsel; Wesley E. Jenkins, vice-pres. and gen. sales mgr.; Harold T. Avery, vice-pres. engr.; W. W. Finn, secy.- treas.; Farrell Smith, pur. agt.; Delmar E. Wisenor, traf. mgr.; Joseph W. Lewellen, adv. and pub. rel. mgr. **Det. Rep.** E. J. Dreusicke, 2211 Woodward ave., Detroit. **Adv. Agcy.**—Doremus and Co., San Francisco, Calif.

MAREMONT AUTOMOTIVE PRODUCTS, INC., 1600 S. Ashland ave., Chicago 8.

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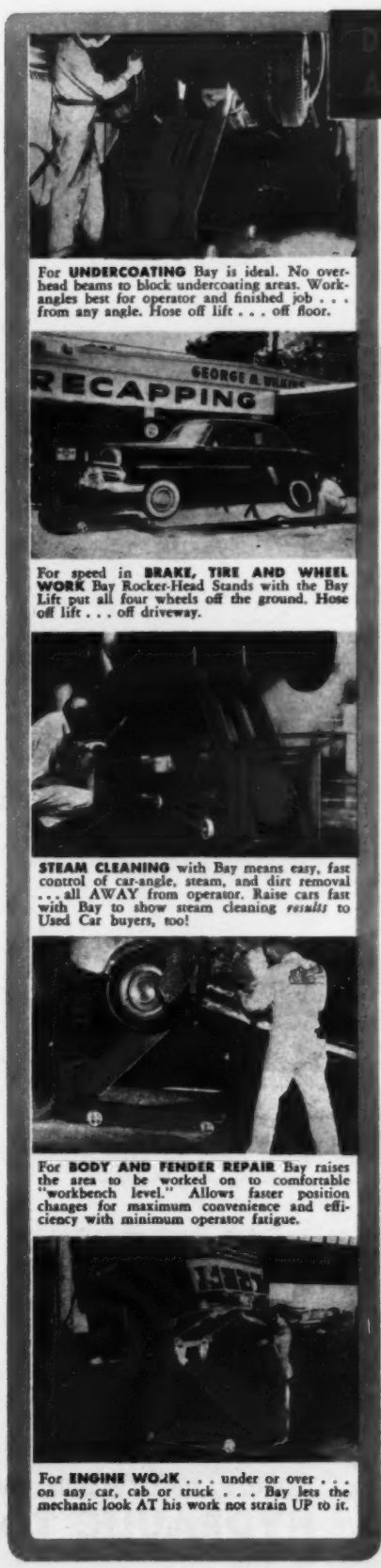


For **UNDERCOATING** Bay is ideal. No overhead beams to block undercoating areas. Work-angles best for operator and finished job . . . from any angle. Hose off lift . . . off floor.

For speed in **BRAKE, TIRE AND WHEEL WORK** Bay Rocker-Head Stands with the Bay Lift put all four wheels off the ground. Hose off lift . . . off driveway.

STEAM CLEANING with Bay means easy, fast control of car-angle, steam, and dirt removal . . . all AWAY from operator. Raise cars fast with Bay to show steam cleaning *results* to Used Car buyers, too!

For **BODY AND FENDER REPAIR** Bay raises the area to be worked on to comfortable "workbench level." Allows faster position changes for maximum convenience and efficiency with minimum operator fatigue.

For **ENGINE WORK** . . . under or over . . . on any car, cab or truck . . . Bay lets the mechanic look AT his work not strain UP to it.

DIFFICULT, AWKWARD WORK POSITIONS IN AUTOMOTIVE SERVICING WASTE TIME AND MONEY!

THE BAY-LIFT® ELIMINATES THE TOUGH ONES . . . PUTS CARS AND TRUCKS IN 3 CONVENIENT WORKING POSITIONS . . . AND EACH IS A REAL

POSITION-FOR-PROFIT

WHATEVER THE JOB

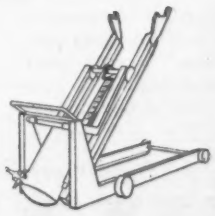
Only a few of the many jobs which can be done better and faster with BAY are shown here. BAY is the most versatile piece of equipment a modern shop can own. It eliminates waste-time and makes money. There's no waiting to get cars UP in a ***POSITION-FOR-PROFIT*** for you, or cabs and trucks out of the shop . . . back on the road . . . in ***POSITION-FOR-PROFIT*** for their owners. A BAY, under the car, will work for you—selling parts, oil changes and grease jobs—wherever an air hose can go, indoors and outdoors. Double-locks automatically in raised position. Then, air hose can be pulled off for use with impact tools, etc. You'll put your BAY to work a new way every day. BAY is truly the ***POSITION-FOR-PROFIT*** lift. Get full details from your jobber. Or write Bay Mfg. Division, Life Time Products Corp., Box 537-A4, Youngstown 1, Ohio.

THERE'S NO END TO YOUR ***POSITION-FOR-PROFIT***
WITH THE BAY COMPLETE 3-WAY PROFIT-PACKAGE

BAY LIFT
MODEL P-3000
AND HEAVY-DUTY
TRUCK MODEL T-5000

BAY ROCKER-HEAD STANDS
MODEL B

BAY BUMPER JACK
MODEL H-3000
HINGE TYPE



BAY-LIFT®

Bay Overseas Division, 276 West 43rd St., New York 36, N. Y., Cable Lopreh New York

MEMBER M.E.M.A.

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Who's Who in the Auto Industry

(Continued from Page 248)

Ill. Coil, leaf and torsion bar springs, axle U-bolts, spring parts, tire tools, exhaust mufflers, tail and exhaust pipes, muffler clamps and installation kits. Howard E. Wolfson, chmn. of bd.; Arnold H. Maremont, pres.; M. A. Wolfson, sr. vice-pres.; Jerome M. Comar, exec. vice-pres.; J. C. Grace, secy.-treas.; C. A. Klaus, vice-pres., replacement sales; J. Theodore Wolfson, export sales dir.; M. Robt. Wolfson, adv. mgr.; J. L. Woodhead, southeastern replacement sales mgr.; Drew Ehrhardt, western replacement sales mgr.; Tom Roach, midwestern replacement sales mgr.; Ken Maxwell, eastern replacement sales mgr.; Gail H. Hedrick, vice-pres., sales engr.; R. A. Graham, vice-pres., engrg. John P. Buck, vice-pres., mfg.

MARINE AND INDUSTRIAL ENGINE DIV., Chrysler Corp., 2000 Van Horn rd., Trenton, Mich. Marine and industrial engines for both civilian and military equipment. W. A. Martin, pres. and gen. mgr. C. C. Williams, vice-pres. in chge. of sales; J. C. Hammelef, sales mgr.; E. E. Trittschuh, sales mgr., Marine engines; C. H. Morris, chief engr.; W. M. Vollendorf, adv. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc. Harry W. Calvert, acct. exec.

MARION METAL PRODUCTS CO., Cheney ave., Marion, O. Steel dump bodies and hydraulic hoists. G. E. Herr, pres., gen. mgr.; A. L. Beach, asst. to gen. mgr.; R. J. Graham, treas.; R. E. Craven, chief engr.; S. H. Kruger, asst. chief engr.; H. H. Jacobs, sales mgr.; L. C. Dickerson, works mgr.; R. L. Henninger, pur. agt.; S. J. Birnbaum, asst. to sales mgr. **Adv. Agcy.**—Jay H. Maish Co., Marion, O. Calvin Arnold, acct. exec.

MARITZ enterPRIZES, LLOYD, 411 N. Tenth st., St. Louis 1, Mo. Specialists in automotive incentive campaigns. Lloyd P. Maritz, pres.; Raymond J. Canda, vice-pres.; C. T. Beasley, secy.; C. J. Korbecky, treas.

MARKEE CORPORATION OF AMERICA, 4030 N. W. 29th st., Miami 42, Fla. Aluminum pre-fabricated carports. Paul Rimmeir, pres.; John R. Vance, gen. mgr.; Nathan Becker, vice-pres. in chge. of prod.; Edward R. Murphy, sales mgr.; B. Kopanke, asst. sales mgr.; Budd Sheesley, adv. mgr.; Walter Bullard, pur. agt.; Edward Lambert, traf. mgr. **Det. Rep.**—Frank E. Storey, 23418 Woodward ave. **Adv. Agcy.**—E. M. Eisfeld, Inc., Miami, Fla. Eric James, acct. exec.

MARLIN-ROCKWELL CORP., 402 Chandler st., Jamestown, N. Y. Ball and roller bearings. H. A. Johnston, pres.; L. A. Cummings, vice-pres., works mgr.; B. J. Shallow, vice-pres., gen. sales mgr.; R. H. Kidder, asst. sales mgr.; Chas. W. Rauch, adv. mgr.; K. E. Josephson, asst. adv. mgr.; R. F. Samuelson, chief engr.; W. B. Mead, secy.-treas.; C. A. Berg, dir. of pur.; F. C. Clark, dir. of public relations. **Det. Rep.**—A. E. Fawley, 17175 Wyoming ave., Detroit, Mich. **Adv. Agcy.**—Griffith & Rowland, Jamestown, N. Y. H. G. Griffith, acct. exec.

MARMON-HERRINGTON CO., INC., 1511 W. Washington st., Indianapolis 7, Ind. Electric trolley coaches, motor coaches, heavy duty all-wheel drive trucks, remanufacture of Ford trucks to all-wheel drive. D. M. Klausmeyer, pres.; G. C. Dixon, vice-pres. and gen. mgr.; Fred B. Croner, vice-pres.; Charles Guernsey, vice-pres. in chge. of transit sales; E. F. Ray, gen. sales mgr., truck div.; Robert A. Mueller, adv. and sales prom. mgr.; Wm. P. Nottingham, secy.; John Gant, treas.; Harold B. Blank, serv. parts and acc. mgr.; George H. Freers, vice-pres. in chge. of engrg.; A. O. Standiford, pur. agt.; E. M. Guinn, traf. mgr. **Adv. Agcy.**—Caldwell-Larkin Co., Inc., Indianapolis, Ind. John Merkle, acct. exec.

MARQUETTE MFG. CO., INC., 307 E. Hennepin ave., Minneapolis 14, Minn. AC arc welders, welding accessories, oxy-acetylene welding equipment, battery chargers (all types), welding electrodes, welding rods and tractor strip. H. J. Lange, pres.; R. B. Niles, vice-pres., gen. mgr.; H. S. Petersen, secy.; O. H. Hansen, treas.; S. J. Gravelle, works mgr. C. M. Akins, vice-pres., chief engr.; E. F. Salomonson, pur. agt.; M. H. Potter, vice-pres., gen. sales mgr.; W. G. Schilling, adv. sales prom. mgr.; E. S. Osburn, sales mgr.; R. A. Slenes, export mgr. **Adv. Agcy.**—Alfred E. Colle Co., Minneapolis, Minn.

MARSHALL-ECLIPSE DIV., Bendix Aviation Corp., Cohoes and Tibbits aves., Green Island, Troy, N. Y. Passenger car brake lining, heavy-duty truck and bus brake lining, airplane brake lining, railroad and industrial brake lining, synthetic resins, adhesives, protective coatings, cerametallix friction material for automotive and aircraft. F. C. Weyburne, gen. mgr.; H. Stolar, asst. gen. mgr.; H. C. Hodson, divisional compt.; D. E. Stuart, sales mgr.; original equipt.; C. W. Cowan, asst. sales mgr., original equipt.; L. H. Goyette, sales, original equipt.; A. J. Roemer, serv. sales mgr.; C. S. Ferguson, dir. of engrg.; B. W. Klein, chief engr., automotive prod.; F. W. Aldrich, asst. chief engr., automotive prod.; E. A. Martin, pur. agt.; E. Drislane, test engr.; T. E. Shelly, traf. mgr. **Det. Reps.**—D. E. Stuart, sales mgr.; C. W. Cowan, asst. sales mgr.; L. H. Goyette, sales, orig. equipt., 8-204 General Motors bldg., Detroit 2. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

MARSON CORP., 115 Mill st., Revere 51, Mass. Sanding attachments, tinning compounds, curtains for paint spray booths, wash racks and undercoating booths; plastic car garages, plastic car maskers for painting; mechanics fender and seat covers, plastic drop cloths, "smoothie" paint additive, paint cup liners, DDK dust killer, covers for testing equipment, K2 silicone compound; paint cup gaskets, metallic plastic for body, & fender work. L. S. Lewis, pres.; Joe Cooper, vice-pres.; Irving Cooper, secy., sales mgr. **Adv. Agcy.**—Mayhoff Co., Lynn, Mass.

MARTIN BROS., 20 Providence st., Boston 16, Mass. Woven saran and elastic fabrics and webbing. Mills: Lawrence, Mass., Suncook, N. H., Middlesboro, Ky. H. C. Martin, pres., treas.; B. T. Martin, vice-pres.; C. L. T. Martin, secy.; J. J. McCarthy, sales mgr. **Det. Rep.**—Morrison Corp., 780 Grand Marais, Grosse Pointe Park, Mich.

MARTIN SENOUR CO., Automotive Div., 2520 Quarry st., Chicago 8, Ill. Hi-solids lacquer colors, lacquer and synthetic enamel undercoats, synthol enamel colors, blacks, thinners, reducers, specialties. W. M. Stuart, pres.; J. R. Rawley, asst. to pres.; E. Garman, treas.; R. W. Hughes, automotive sales prom. mgr. **Adv. Agcy.**—MacFarland Aveyard, Chicago, Ill. W. Christopher, acct. exec.

MARVEL-SCHEBLER PRODUCTS DIV., Borg-Warner Corp., Decatur, Ill. Gasoline, distillate, LPG carburetion equipment, power brakes and devices, automatic transmissions. R. C. Ingersoll, pres.; G. V. Patrick, vice-pres. and gen. mgr.; R. D. Turner, secy.-treas.; D. N. Arndt, vice-pres., chge. of sales; S. S. Meadows, vice-pres. and mgr. of transmission dept.; R. T. Massey, serv. mgr., parts and access.; Harry G. Bolton, chief engr.; Frank C. Nelson, pur. agt.; B. T. Andrix, vice-pres. in chge. of ind. rel. **Det. Rep.**—W. P. Cook, Box 2002, Monroe blvd. sta., Dearborn, Mich. **Adv. Agcy.** — Kane Advertising, Bloomington, Ill.

MASCO SCREW PRODUCTS CO., 12825 Ford rd., Dearborn, Mich. Screw machine products. Alex Manoogian, pres., gen. and works mgr.; Charles Manoogian, vice-pres.; E. P. Ehrman, secy.-treas.; Horace Holmes, sales mgr.; George Manoogian, chief engr.; R. E. Deisley, pur. agt.

MASLAND DURALEATHER CO. THE, Amber & Willard sts., Phila. 34, Pa. Duran with elastic fabric back, Duran with fabric back, Duran all-plastic, Duran-Weld, Duran-Quilt, Durasol plastic coated fabric. Walter E. Masland, chmn. of bd.; A. C. McCoy, pres. and gen. mgr.; R. P. Masland, vice-pres.; J. A. Shadle, vice-pres. for sales; Ernest Wuest, vice-pres. for mfg.; Ernest Kulp sr., vice-pres. for public rel.; Jules C. Lavin, vice-pres. for purchases; M. B. McMeekin, asst. sales mgr.; W. W. Day, adv. mgr.; George Sweet, sales analyst. **Det. Rep.** — Lester J. Colby, 710 Fisher bldg., Detroit 2. **Adv. Agcy.**—Fox & Mackenzie, Philadelphia, Pa., John Schoeninger, acct. exec.

MASLAND & SONS, C. H., Springs rd., Carlisle, Pa. Wilton and velvet rugs and carpets, automobile carpet. F. E. Masland jr., pres.; R. P. Masland, vice-pres.; G. R. Keim, vice-pres. (automotive sales and serv.). **Det. Rep.**—Hughes & Hunter, Inc., 16650 E. Warren.

MASSACHUSETTS MOHAIR PLUSH CO., INC., 122 Western ave., Lowell, Mass. Upholstery and industrial fabrics, bolster cloth, automotive carpets channel linings. Ernest V. Horvath, pres.; Richard N. Stone, vice-pres.; George A. Horvath, treas.; George I. Simpson, gen. mgr. and works mgr.; Alexander H. Gardner, vice-pres., sales and sales prom. mgr.; John Watson, raw materials pur. agt. John J. Goodwill, supplies pur. agt.; Matthew A. Novak, traf. mgr. **Det. Rep.**—Sylvester C. Shea, Box 5231, Grosse Pointe 36, Mich.

MAST FOOS MFG. CO., 72 West Columbia, Springfield, O. Auto parts for Auburn Cord, Duesenberg Co. D. E. Winslow, pres.-treas. and gen. mgr.; F. B. McKaig, vice-pres.; H. S. Liddell, vice-pres.; E. J. Wolfram, works mgr., chief engr.; D. D. Shellhorn, sales mgr. and pur. agt.

MASTER MANUFACTURING CO., 1300 E. ave. A, Hutchinson, Kans. Machine tool attachments, lathe attachments for milling and grinding, internal keyseater and slotting equipment, geared dividing heads, thread milling attachments, tool post grinders. Charles H. Hill, pres.; H. Lee Hill, gen. and sales mgr.; Hue Whited, adv. mgr.; Don Morton, chief engr.; Hugh Mackey, pur. agt. **Adv. Agcy.**—Lago & Whitehead Co., Wichita, Kans.

MASTER PARTS DIV., Airtex Products, Inc., 4th and Main sts., Fairfield, Ill. Fuel pumps, water pumps, front end suspension parts, wheel bearings, tie rod ends, king bolt sets, hydraulic brake cylinders and parts, fuel pump kits, water pump kits. Ben Sadoff, pres.; L. A. Blackburn, chmn.; D. A. Levine, div. sales mgr.; Melvin Spencer, pur. agt.; H. Krauss, traf. mgr.; D. Monge, per. dir.; H. M. Gill, adv. mgr. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill.

MASTER PRODUCTS, INC., 5838 Commonwealth ave., Detroit 8, Mich. Templates, fixtures, die models (wood and plastic), wood patterns, plastic tooling, jigs. Bartheld Zeunen, pres.; Joseph Legato, exec. vice-pres., treas. and gen. mgr.; Lee E. Zeunen, secy. **Det. Rep.**—A. A. Brune, 5838 Commonwealth ave.

MASTER PRODUCTS MFG. CO., 3480 E. 14th st., Los Angeles 23, Calif. Sectional filing equipment, Metal-tab indexes, paper punches, sales cases, sales binders. Allan O. Marsh, pres. and gen. mgr.; V. L. Knight, secy.-treas.; Harry Panfill, chief engr. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill. George Briggs, acct. exec.

MATHER SPRING CO., 939 N. Cove blvd., Toledo 10, O. Leaf and torsion springs for cars, trucks, buses and off-the-road equipment. Henry T. Mather, pres. and treas.; Philip Hendrickson, adm. vice-pres.; W. B. Durham, asst. secy. and asst. treas.; Rathburn F. Mather, secy.; G. F. Miller, gen. sales mgr.; W. H. Barney, works mgr.; R. W. Nilsson, chief engr.; P. W. Stevens, customer serv. mgr.; Richard Bartlett, dir. of pur.

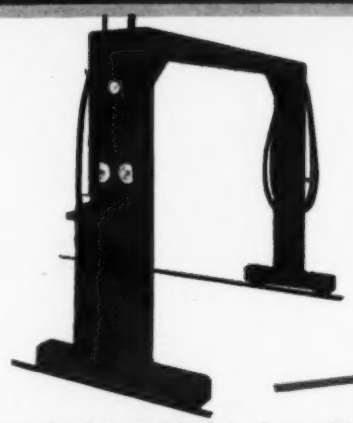
MATS UNLIMITED, INC., 703 W. Madison, Danville, Ill. Tailored rear floor and luggage compartment mats. Philip Smith, pres.

MAY BROTHERS MFG. CO., P. O. Box 304, Lansing, Mich. Pneumatic tire changer, truck bead expander, bead expander and tire spreader, spark plug extensions, scarletts hook on tow cable. Fred May, pres.; C. D. Scarlett, sales and adv. mgr.; L. A. Scarlett, asst. sales.

McALEER MFG. CORP., 101 S. Waterman ave., Detroit 17, Mich. Automotive div. products: Automotive waxes, polishes, rubbing compounds and chemical specialties. Industrial div. products: Rubbing compounds, whirlwind ventilated buffs, buffing - polishing compounds; drawing compounds, coolants, floor polishes-waxes. C. H. McAleer, pres.; W. C. Dodd, vice-pres.; I. M. McAleer, secy.-treas.; J. A. DeBoskey, sales mgr. automotive div.; Clayton Jones, chief chem.; R. E. Whalen, pur. agt.

(Continued on Page 250)

Take your pick but take WASHMOBILE



Here's the 1956 model of the famous WASHMOBILE Pressure Foam FSE with exclusive emulsifying action. Precision-built car washing equipment engineered for low cost operation.

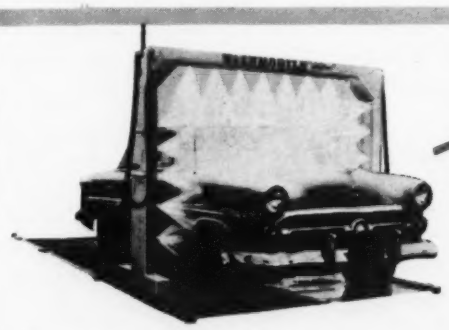
Now Washmobile offers TWO great automatic car washing machines for 1956.

Create profits in your car washing department with faster, more efficient service.

Increase goodwill by giving your customer a really clean car when he wants it.

Pep up sales with sparkling demos and cleaner used cars.

Remember, the car stands still while Washmobile rolls over it spraying water, applying detergent, and rinsing clean.



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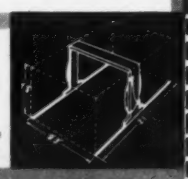

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Offices in major cities
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NAME.....
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Who's Who in the Auto Industry

(Continued from Page 249)

McCABE-POWERS AUTO BODY CO., 5900 N. Broadway, St. Louis 15, Mo. Truck bodies: line construction; truck bodies: service; truck bodies: cable splicers; aerial ladders: mechanical; aerial ladders: hydraulic; towers: hydraulic; derricks: pole, standard; derricks: pole, hydraulic; beam: hydraulic aerial; trailer: pole; trailer: cable reel; various items of accessory equipment. John J. Powers, chmn. of bd. and treas.; Edward J. Powers jr., pres. and gen. mgr.; R. J. Sonderman, vice-pres.; Brooke Daly, vice-pres.; A. Tasch, works mgr.; H. M. Bohn jr., asst. sales; Robert Bakula, chief engr.; Frank Nowicki, pur. agt.; Roy Balogh, chief engr. (devel.); M. Padfield, parts and access. mgr.; Harry Todd, pub. rel. mgr. **Adv. Agcy.**—Calvin & Co., St. Louis, Mo.

McCANDLESS CORP., THE, 52 Vanderbilt ave., New York 17, N. Y. Camelback, rubber products for textile industry. Gene Tunney, chmn. of bd.; Wilson B. McCandless, pres.; John J. Singleton, vice-pres.; Donald B. Slater, asst. treas.; R. E. Little, secy.; Herbert Dannett, Helen B. Swyner, Mae Stokes, asst. secys.

McCOLPIN - CHRISTIE CORP., 3410 W. 67th st., Los Angeles 43, Calif. Battery charging and testing equipment. S. L. Christie, pres. and chief engr.; H. L. Christie, vice - pres.; D. G. Dinsmore, secy.-treas.; Don Jaenecke, works mgr.; E. E. Hughes, sales mgr. and adv. mgr.; Ed Wesson, serv. mgr.; H. B. Doty, pur. agt.

McCORD CORP., Riopelle at E. Grand blvd., Detroit 11, Mich. Gaskets, radiators, refrigeration and air conditioning unit heaters, mechanical lubricators. W. G. Hancock, pres.; Dean Fields, vice-pres.; Arnold A. Appleford, secy.-treas.; L. L. Hunt, chief engr.; W. E. Imhoff, vice-pres. repl. sales mgr.; F. McMillan, refr. sales mgr.; R. H. McGeorge, unit heater sales mgr.; Edwin O. Bodkin, adv. and sales prom. mgr.; D. Pyke, pur. agt.; E. Walters, asst.

McCREIGHT PRODUCTS, A. N., 8 S. Highland st., DuBois, Pa. Auto door covers, Protect-O-Door — transparent, necktie cases tie-vue, Protect-O-Liner—transparent headliner cover. Andrew North McCreight, pres.; Ann McCrea, secy.-treas.; J. R. Clyde, works mgr.; A. N. McCreight, sales mgr.; Homer Edner, asst. sales mgr.; J. T. Cavender, dir. of research.

McCULLOCH MOTORS CORP., 6101 W. Century blvd., Los Angeles 45, Calif. Target aircraft engines, lawn mower engines, power chain saws, superchargers, pumps and earth drills. Robert P. McCulloch, pres.; John L. Ryde, vice-pres.; J. L. Hegener, secy.-treas.; G. C. Robechaud, vice-pres. in chge. of engrg.; C. F. Breer, vice-pres. in chge. of sales; S. H. Egbert, vice-pres. in chge. of mfg.; C. D. Allis, gen. sales mgr.; V. C. Tichenor, mktg. mgr.; J. J. Merlo, adv. mgr.; A. Gredler, serv. mgr.; J. Thompson, gen. mgr., Paxton Products (super chargers). **Det. Rep.**—Al Harris, Langford-McCulloch Co., 22525 Telegraph rd., Detroit, Mich. **Adv. Agcy.** — Stromberger, LaVene, McKenzie, Los Angeles, Calif. Don McKenzie, acct. exec.

McDONOUGH MFG. CO., 1500-1600 Galloway st., Eau Claire, Wis. Sterling drill grinder, sterling tool and cutter grinder. McDonough vertical and horizontal band resaws, McDonough medium and heavy duty band mills. Louise M. Kildahl, pres.; John L. Kildahl, vice-pres.; F. R. Kildahl, secy.-treas.; R. K. Detjen, chief engr.; R. A. Smith, pur. agt., traf. mgr.; E. C. Beckman, plant supt.

McFALL CO., CAREY, 2156 E. Dauphin, Philadelphia 25, Pa. Metal stampings and assemblies, painted steel and aluminum strip, steel electric weld tubing ½" to 1". O. D. Wm. Reukauf, pres.; Elizabeth Reukauf secy.; E. A. Clary, treas.; sales mgr.; Clement H. Stratman, vice-pres.; John J. DiIenna, works mgr.; Wm. Braun, chief engr.; Wm. Murphy, pur. agt. **Adv. Agcy.**—Shaw and Schreiber, Philadelphia.

McFARLAND AWNING CORP., 742 S.W. 8th st., Miami 36, Fla. Umbrellas for car lots. Robert W. West, pres.; Jessie Lee McFarland, vice-pres. and treas.; L. Earl Curry, secy.

McINERNEY SPRING & WIRE CO., 655 Godfrey ave., S. W., Grand Rapids 2, Mich. Automobile and truck cushion spring constructions, upholstered cushions, mechanical springs, wire and rod forms, tubular seat frames, adjustable seat frames, light metal stampings, clips and fasteners, automotive interior trim, convertible tops, door panels and sun visors. J. L. McInerney, chmn. of bd.; J. M. McInerney, pres.; W. K. McInerney, vice-pres.; M. L. Keller, vice-pres.; R. N. Alt, vice-pres.; R. E. Ringgenberg, vice-pres. and sales mgr.; E. D. Tobin, secy.-treas.; Russell R. Thompson, exec. engr.; George V. Koch, pur. agt.; R. N. Alt, adv. mgr. **Det. Rep.**—R. E. Ringgenberg, 911 Fisher bldg., Detroit 2, Mich. **Adv. Agt.**—Van Stee, Schmidt & Sefton, Grand Rapids, Mich.

McKAY CO., 1005 Liberty ave., Pittsburgh 22, Pa. Tire chains and accessories, metal-fil and metal-fil thinner. James C. McKay, pres. and treas.; T. J. McKay jr., vice-pres.; Dr. D. F. Helm, vice-pres.; F. A. Kaufman, vice-pres., sales and mfg. operations; T. B. Hogan, works mgr. (McKees Rocks plant); John Lehr, pur. agt. **Adv. Agcy.**—Smith, Taylor and Jenkins, Pittsburgh, Pa. Jules Petrencs, acct. exec.

McLOUTH STEEL CORP., 300 S. Livernois ave., Detroit 17, Mich. Hot and cold rolled stainless and carbon sheet and strip steel. M. A. Cudlip, pres. and treas.; Louis E. Moultane, vice-pres. and secy.; Ivor Bryn, vice-pres. of operations; C. Thorne Murphy, vice-pres. and asst. secy.; C. Emmett, vice-pres., special prod. sales.

McQUAY-NORRIS MFG. CO., 2320 Marconi ave., St. Louis 10, Mo. Piston rings, pistons, piston pins, pin bushings, expanders, set screws, lock rings, wet and dry cylinder sleeves, valves, valve guides, springs, keepers, bearings, shims, water pumps, parts, bolt and bushings, wheel suspension parts, under - chassis parts. A. J. Mummert, pres.; C. R. Wippern, exec. vice-pres. and dir. of sales; C. C. Tapscott, vice-pres., chge. of. adv.; B. A. Yates, vice-pres., chge. of mfg.; R. F. Crom, vice-pres., chge. of Indianapolis div.; R. F. Jacobson, secy. and treas.; J. C. Taschler, mgr. ind. sales div. **Industrial Sales Reps.**—J. F. Dindorf, 2544 N. 86th st., Wauwatosa, Wis.; H. D. Reading, 19195 Cooley st., Detroit, Mich.; R. D. Wainwright, 1339 W. Big Bend rd., Kirkwood, Mo.; C. R. Hammer, 2443 17th st., Cuyahoga Falls, O.; R. S. Heidenheim, mgr. of repl. sales; R. E. Ripplay, asst. mgr. of repl. sales; N. D. Saunders, asst. adv. mgr.; J. V. Cassani, dir. of mkt. research; W. C. Knoebel, chief prod. mgr.; G. E. Leutwiler, chief serv. engr.; D. M. Crimmins, pur. agt. **Adv. Agcy.**—D'Arcy Adv. Co., St. Louis, Mo. M. Kuester, exec. vice-pres.

MECHANICS UNIVERSAL JOINT DIV., Borg-Warner Corp., 2020 Harrison ave., Rockford, Ill. Universal joints and propeller shafts for automobiles, trucks, tractors, farm machinery, industrial machinery and airplanes. F. W. Richard, pres. and gen. mgr.; Fred M. Potgieter, vice-pres., sales; C. F. Schwartz, secy.-treas.; W. J. Simpson, sales and adv. mgr.; L. C. Lindvahl, serv. mgr.; Chas. E. Cooney jr., chief engr.; E. O. Van Dusen, pur. agt. **Det. Rep.**—Wm. L. Bartholomew, 7-234 General Motors bldg. **Adv. Agcy.**—W. A. Pitschke, 626 Garfield ave., Rockford, Ill.

MEIER BRASS & ALUMINUM CO., 1471 E. 9 Mile rd., Hazel Park, Mich. Aluminum, brass, bronze, copper, sheet, strip, rod, bar, tube, pipe, wire, extruded shapes, bearing bronze and tooling plate. Robert J. Meier, pres.; Louis Meier III, vice-pres.; Richard L. Meier, secy.; Courtland F. Carrier, sales mgr.; R. M. Beck, product mgr., aluminum; Marvin C. Hannenberg, pur. agt.

MERCURY DIV., Ford Motor Co., 6200 W. Warren ave., Detroit 32, Mich. Mercury passenger cars. F. C. Reith, vice-pres. and gen. mgr.; W. M. Grimes, mgr. of mdse. and prod. planning; P. F. Lorenz, div. contr. J. E. Bayne, gen. sales mgr.; C. S. Brown, gen. pur. agt.; D. J. Bracken, gen. mfg. mgr.; G. L. Walker, ind. rel. mgr.; W. A. Maharry, pub. rel. mgr.

MERCURY ELECTRIC CORP., 719 Wyandotte, Kansas City 6, Mo., A. C. arc welders, battery testers, cell testers, battery chargers, metal bonders, volt-amp testers. J. A. Ward, pres.; Ed. Nickles, vice-pres.

MERITSEAL, INC., 2 Depot Plaza, White Plains, N. Y. Advertising services, public relations agency, newspaper mat service, consumer research. Edward R. Fiske, pres.; Edward G. O'Brien, vice-pres.; Woodrow E. Christiansen, secy.-treas.

MERLITE INDUSTRIES, 114 East 32nd st., New York 16, N. Y. Presto "C.B." fire extinguisher. Lewis Wessel, pres.; Alvin Meyer, secy.-treas.; James Brucks, vice-pres.; Edward Finkelstein, sales mgr. **Adv. Agcy.**—Harry Schneiberman Co., Chicago, Ill.

METAL ARTS CO., INC., 742 Portland ave., Rochester 21, N. Y. Name plates, advertising specialties, service and safety awards. Charles Jack, pres.; Russell Jack, vice-pres.; John L. Jack, treas.; Robert L. Jack, plant super.; Charles W. Jack, sales mgr.-secy.; James A. Palmer, pur. agt. **Adv. Agcy.**—Hutchins Advertising Agency, Rochester, N. Y.

METAL AND THERMIT CORP., 100 E. 42nd st., New York 17, N. Y. Chromium plating processes and equipment, protective coatings and finishes, welding supplies and equipment. H. E. Martin, pres.; F. J. O'Brien jr., vice-pres.; L. Eckelkamp, treas.; H. D. McLeese, gen. sales mgr.; J. A. Williams, adv. mgr.; J. K. Parks, pur. agt. **Adv. Agcy.**—Mansteller, Richard, Gebhandt and Reed, New York, N. Y. S. Wildfein, acct. exec.—RAF Advertising, New York, N. Y. R. Fibelkorn, acct. exec.

METAL AUTO PARTS CO., INC., 1428 W. Henry st., Indianapolis 7, Ind. Automobile fenders, hoods, body parts and miscellaneous large stampings, commercial bodies. W. B. Ansted jr., pres.; L. E. Clark, exec. vice-pres.; C. A. Myers, vice-pres., sales mfg.; L. B. Rueter, chief engr.; G. S. Digel, vice-pres., pur.; Kenneth H. Wenz, supt.; Geo. N. Switzer, factory mgr.

MEYERCORD CO., THE, 5323 W. Lake, Chicago 44, Ill. Decalcomania. L. H. Knopf, pres.; H. C. Castle, exec. vice-pres.; J. E. Sheehan, secy. and asst. treas.; A. O. Johnson, treas.; Tracy W. Novinger, sales mgr.; Ralph Royer, adv. mgr. **Adv. Agcy.**—Harry Schneiderman, Inc., Chicago, Ill. John Morgan, acct. exec.

MICHIGAN ACCOUNTING & TAX SERVICE, 1529 Ford bldg., Detroit 26, Mich. Accounting and tax service for dealers, preparation of monthly financial statements, guides for analyzing results of departments, and tax returns. **Det. Rep.**—Thomas J. Griffin, 1529 Ford bldg., Detroit 26, Mich.

MICHIGAN AUTOMOTIVE CORP., 2832 East Grand blvd., Detroit 11, Mich. Scratch remover kit, plastic body solder, engineered automotive service products. Alfred Biernat, pres., treas.; Raymond L. Dick, secy.; Leland C. Scheel, gen. mgr.; H. P. (Ted) Cardon, sales mgr.

MICHIGAN OVEN CO., 415 Brainard, Detroit 1, Mich. Industrial ovens. A. C. Towne jr., pres.; P. A. Meyer, vice-pres.; secy. and chief engr.; E. C. Herrington, treas.; LeRoy Gill, sales and adv. mgr.; L. W. Schroeder, pur. agt. **Det. Rep.**—R. W. Proctor, 415 Brainard. **Adv. Agcy.**—Holden, Chapin, LaRue, Detroit, Mich. Robert LaRue, acct. exec.

MICHIGAN PLATING AND STAMPING CO., 740 Ann st., N. W., Grand Rapids 2, Mich. Bumpers and bumper brackets. C. A. Woodhouse, pres.; S. W. Judd, vice-pres. and secy.; V. L. Green, treas.; J. DeVries, chief engr.; L. Esch, pur. agt.

MICHIGAN SEAMLESS TUBE CO., South Lyon, Mich. Cold drawn seamless steel tubing. Wm. A. McHattie, pres.; R. A. Armstrong, exec. vice-pres.; Robert S. Waugh, secy.; L. L. Walker, vice-pres. and treas.; Walter B. Baisch, vice-pres. in chge. of operations; S. H. Thomson, sales mgr.; R. P. Wynings, asst. sales mgr.; L. E. Robinson, chief engr.; Wm. G. Troy, pur. agt. **Det. Rep.**—L. P. Andrews, 707 Stephenson bldg., Detroit 2, Mich. **Adv. Agcy.**—Clark & Bobertz, Inc., 8th floor, Fox bldg., Detroit 1, Mich.

MICHIGAN STEEL TUBE PRODUCTS

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Who's Who in the Auto Industry

(Continued from Page 250)

CO., 9450 Buffalo st., Detroit 12, Mich. Electric resistance welded steel tubing, fabricate tubing for following articles: automobile exhaust pipes, mufflers, tail pipes, propeller shafts, steering jackets, gas tank filler pipes. Charles E. Miller, pres., gen. mgr.; George L. Miller, vice-pres. in chge. of sales, adv. mgr.; H. Beardsley, vice-pres. in chge. of oper.; Harry J. Lonegway, secy.-treas.; Martin Deane, chief engr.; John H. Roehm, mgr. of sales; J. Walton, pur. agt. **Det. Rep.** John A. Smith, 9450 Buffalo st. **Adv. Agcy.**—Alfred Caldwell, Detroit, Mich.

MICHIGAN TOOL CO., 7171 E. McNichols rd., Detroit 12, Mich. Gear shaving machines, lapping machines, shaving cutters, hobbing machines, checking machines, shaper cutters, shear-speed gear shapers, gear hobs, milling cutters. O. L. Bard, pres.; M. R. Anderson, exec. vice-pres.; J. C. Drader, vice-pres.; W. H. Holt, treas.; P. F. Zerkle, sales mgr.; C. E. Scott, chief engr.; C. R. Staub, staff consultant; J. Plumb, pur. agt. **Adv. Agcy.**—Denham & Co., Detroit, Mich. Harold S. Atherton, acct. exec.

MICH-I-PENN OIL & GREASE CO., 6135 Linsdale ave., Detroit 4, Mich. Motor oils and greases. Earl H. Bohnsack, pres., sales mgr.; Edward A. Myers, vice-pres.; John F. McCleod, secy., gen. mgr.; Carl T. Cleven, treas.

MICRO MOISTURE CONTROLS, INC., 22 Jericho Turnpike, Mineola, N. Y. Aluminum awnings, jalousie windows, fire alarms, weather-guard units, rain alarms, Micro Scotch heaters, Microfoam synthetic product, sub-contractor Comfort-Zone products. Garland L. Culpepper, pres., treas.; Richard Whatham, vice-pres. in chge. of sales; John L. Murano, secy., gen. mgr.; James Sullivan, works mgr.; Teddy Migan, gen. sales mgr.; John Alogna, adv. and sales prom. mgr.; Art Ward, asst. adv. mgr.; Raymond Spottz, pur. agt.; Silas Feinberg, comptr. **Det. Rep.**—Carl Wagenman, 1231 Palmer ave., Winter Pk., Fla. **Adv. Agcy.**—Gamut Advertising, Mineola, N. Y. Joe Goldman, acct. exec.

MICROMATIC HONE CORP., 8100 Schoolcraft ave., Detroit 38, Mich. Honing machines, tools, fixtures and parts; abrasives. Kirke W. Connor, pres.; Don S. Connor, vice-pres. and gen. mgr.; Gerald Carlisle, treas.; Paul E. Curran, secy.; A. Kowalski, factory mgr.; Farrel B. Weber, sales mgr.; W. J. Pinkerton, vice-pres., chge. of mfg.; M. P. Ellis, adv. mgr.; W. H. Harris jr., vice-pres., asst. gen. mgr.; R. W. Gauss, pur. agt. **Adv. Agcy.**—Gray & Kilgore, Detroit.

MID-CONTINENT CASUALTY CO., 1320-22 Main st., Kansas City 2, Mo. J. M. Allton, Columbia, Mo., pres.; Robert S. Armacost, Kansas City, vice-pres.; Hugh Roberts, St. Louis, vice-pres.; R. L. Flath, Kansas City, vice-pres. and gen-mgr.; Byron Spencer, Kansas City, secy. and gen. coun.; George H. Welsh, Kansas City, treas.

MIDLAND STEEL PRODUCTS CO., THE, Madison and W. 106th sts., Cleveland, O. and 6660 Mt. Elliott ave., Detroit, Mich. Automobile frames for passenger cars, trucks and trailers; axle housings for passenger cars; heavy, medium and light stampings; weld nuts; conduits; power brake equipment for passenger cars; air brakes and vacuum brakes for trucks, buses and trailers; door operating equipment for buses; crane and shovel air controls. W. A. McKinley, pres.; W. N. Harris, exec. vice-pres.; L. J. Fralick, vice-pres. and dir. of sales; E. Almdale, vice-pres., mfg.; W. E. Hornig, treas.; J. R. Almond, vice-pres., power brake div.; J. W. Reavis, secy.; E. M. Hartmann, Detroit div. mgr.; A. W. Luedtke, Cleveland div. mgr.; E. C. Lang, sales mgr., Detroit div.; R. Newby, sales mgr., Cleveland div.; H. E. Schach, sales mgr., power brake div.; H. E. Lemmerman, pur. agt., Cleveland div.; I. R. Dedow jr., pur. agt., Detroit div. **Adv. Agcy.**—The Allman Co., Free Press bldg., Detroit, Mich.

MID WEST BODY & MFG. DIV., Paris, Ill. Farm truck bodies, stake bodies, van panel bodies, automotive stampings and dimensional lumber. E. S. Grumbache, gen. mgr.; G. B. Harvey and S. C. Japinga, works mgrs.; S. Q. Larsen, chief engr.; C. E. Ashley, sales mgr.; C. H. Labounty, pur. agt. **Adv. Agcy.**—Biddle & Company, Bloomington, Ill. John Reinhard, acct. exec.

MID WEST GENERAL CORP., 440 E. Jefferson ave., Detroit 26, Mich. Fiberglass hardtops for convertibles, rubber carpet for automobiles, trim moulding, rubber cement, bug deflectors and wool polishing discs. S. S. Livingstone, pres.; Grant Armstrong, vice-pres.; F. E. Lester, secy. and treas.; Thomas L. Hibbard, chief engr.; Edward Davidson, pub. rel. mgr. **Adv. Agcy.**—Claude E. Whipple, Detroit, Detroit, Mich. Edward Davidson, acct. exec.

MIDWEST PRODUCTS & MFG. CO., 33275 Groesbeck hwy., Fraser, Mich. Metal stampings, painting, enameling and assembly, including spot and arc welding and riveting. Peter Sergolia, pres. and works mgr.; Anthony Lombardi, vice-pres.; Edwin C. Hindelang, secy.-treas., gen. mgr.; Arthur Thibodeau, asst. works mgr.; Harold V. Rydberg, chief engr.

MIDWEST STAMPING AND MFG. CO., Napoleon rd. and Line st., Bowling Green, O. Metal stampings and assemblies to customer specifications. Wilfred Williams, pres.; James W. Robinson sr., vice-pres. in chge. of prod.; Martin I. Krauss, secy.-treas.

MILEY CO., INC., L. J., 18 S. Sangamon st., Chicago 7, Ill. Brake lining, brake shoes. Myrtle H. Miley, pres.; E. G. Jacobs, exec. vice-pres. and gen. mgr.; Ted Allen, gen. sales mgr.; Walter Sommers, secy.; Jim Farley, plant supt.; Henry Nolte, pur. agt.

MILFORD CRANE & MACHINE CO., INC., 143 Buckingham ave., Milford, Conn. Milford dual service truck with dual front axle, two-way cab and special frame, designed to carry a crane and a load. Made in two sizes: 33,000 G.V.W. and 48,000 G.V.W. J. W. Wunsch, pres.; Donald J. Moffat, vice-pres. and gen. mgr.; Samuel Wunsch, secy. and treas.; E. Jacoby, adv. and sales prom. mgr. **Adv. Agcy.** — Harry Hurst Adv., New York, N. Y.

MILLER MFG. CO., 5919 Tireman ave., Detroit 4, Mich. Special service tools and equipment, car-top luggage carriers. J. W. McDougal, pres. and gen. mgr.; E. J. Wright, vice-pres. and sales mgr.; W. J. Griffin, secy.; O. H. Morton, treas.; L. W. Van Kempen, export sales mgr.; E. Braun, chief engr.; S. F. Thompson, pur. agt. **Adv. Agcy.**—Frederick L. Lawrence, Fox Theater bldg., Detroit, Mich.

MILWAUKEE ELECTRIC TOOL CORP., 5316 W. State st., Milwaukee 8, Wis. Portable electric and pneumatic tools. A. F. Siebert, pres.; L. H. Erickson, vice-pres. and works mgr.; R. L. Siebert, gen. mgr., secy.-treas.; G. Heaston, sales mgr.; A. A. Meyers, adv. mgr.; A. Bucholz, serv., parts and prod. mgr.; E. W. Ristow, chief engr.; Louis Fix, pur. agt. **Det. Rep.**—F. Freeman, 1627 W. Fort st., Detroit, Mich. **Adv. Agcy.**—Wm. Tannehauser Adv. Agency, Milwaukee, Wis. Harry Adams, acct. exec.

MINIT-MAN, INC., 501 East Ten Mile rd., Royal Oak, Mich. Minit-Man automatic car washers. Leo J. Rousseau, pres. and gen. mgr.; E. J. Rousseau, secy.; R. J. Rousseau, treas. **Adv. Agcy.**—Active Associates, Detroit, Mich. E. E. Cloutier, acct. exec.

MINNESOTA AUTOMOTIVE INC., 1101 N. Front st., Mankato, Minn. Mico power brake cylinder brake lock; No Creep, roll stop, front brake control, No Stuk. I. B. Chandler, vice-pres., plant mgr.; G. J. McGrath, gen. sales mgr. **Det. Rep.**—F. Lynch, 19456 James Couzens hwy., Detroit, Mich. **Adv. Agcy.**—Wm. L. Baxter, Advertising, 6th Floor Hotel Dyckman, Minneapolis, Minn. Wm. L. Baxter, acct. exec.

MINNESOTA MINING & MFG. CO., 900 Fauquier ave., St. Paul 6, Minn. Industrial coated abrasives; flint and emery coated abrasives; masking, electrical and other industrial pressure-sensitive tapes; adhesives; rubberized protective coating; masking paper; apron taper; fiber packing; reflective sheeting; pigments. William L. McKnight, chm. of bd.; A. G. Bush, chmn. exec. comm.; H. P. Buetow, pres.; L. A. Hatch, vice-pres. and coordinator research and new prod. development; G. H. Halpin, exec. vice-pres. for sales; L. F. Weyand (tape and adhesive divi's), Bert S. Cross (Scotchlite), Joseph C. Duke (coated abrasives and related products); Arthur E. Eggert (pub. rel), Ivan C. Lawrence (personnel admin.), C. P. Pesek (engrg.), C. B. Sampair (production), vice-presidents; Charles O. Moosbrugger, adv. mgr.; B. B. Countryman, pur. dir.; Frank O'Neill, traf. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Minneapolis, Minn. Paul Russell, acct. exec., MacManus, John and Adams, Bloomfield Hills, Mich. William Bechman, acct. exec.

MINNESOTA MINING and MFG. CO., Adhesives and Coatings Div., 411 Piquette, Detroit 2, Mich. Adhesives: trim, upholstery, weatherstrip; coatings: protective, sound deadening, underbody; sealers: extruded, bulk, windshield, caulking compounds. Herbert P. Buetow, pres.; Louis F. Weyand, exec. vice-pres.; Charles W. Walton, gen. mgr.; Charles A. Kelley, sales mgr.; Richard P. Shelley, automotive sales mgr.; Geo. W. Crain, adv. coordinator; F. W. Fischer, pur. agt.; F. C. Wilcox, traf. mgr. **Adv. Agcy.**—MacManus, John and Adams, Bloomfield Hills, Mich. Robert B. Dewey, acct. exec.

MIRACLE POWER DIV. of the AP Parts Corp., 1801 Spielbusch, Toledo 1, O. Miracle Power, super lubricant containing colloidal synthetic graphite; dgf-123 (pre-assembly lubricant). R. G. Rule, pres.; Ted Ulmer, vice-pres. in chge. of sales, and adv.; H. E. Bremforder, treas.; H. C. Stivers, sales mgr.; John Nopper, aviation sales mgr.; Jerry Snett, ind. sales mgr.; Albert Joseph, adv. mgr.; J. C. Miller, chief engr.; B. W. Lang, vice-pres., and dir. pur.; A. J. Sawicki, traf. mgr. **Det. Rep.**—Wm. Kerr, 920 N. Edison st., Royal Oak, Mich. **Adv. Agcy.** — Gray & Rogers, Philadelphia, Pa. Sherman Landers, acct. exec.

MIRO-FLEX CO., INC., 1824 E. 2nd st., Wichita 7, Kans. Reflector flares stop and tail lamps, rear vision mirrors, directional lamps, clearance lamps, spot reflectors. H. N. Carver, pres., gen. mgr.; C. A. Clarke, vice-pres., sales, adv. and sales prom. mgr.; George T. Harkins, secy. and chief engr.; E. V. Hadley, treas.; D. D. Fleming, works mgr. **Det. Rep.**—A. T. Kalman, 715 E. Lincoln ave., Royal Oak, Mich. **Adv. Agcy.**—Associated Advertising Agency, Wichita, Kans. Preston Huston, acct. exec.

MIRROR BRIGHT POLISH CO., 365 N. Foothill blvd., Pasadena Calif. Automobile polish. Maurice W. Meguiar, partner-sales; Malcolm F. Meguiar, partner-personnel; Kenneth D. Meguiar, partner-production. **Det. Rep.**—Mirror Glaze Distributors of Mich., 6432 Cass ave., Detroit, Mich. **Adv. Agcy.** — Edwards Agency, Los Angeles, Calif.

MITCHELL-BENTLEY CORP., THE, Ionia, Mich. Plant No. 1: Ionia Mfg. Co., Ionia, Mich. Estate wagon bodies, automotive trim, automotive bodies, transportation seating, public seating, industrial canvas sewing. Plant No. 2: Owosso Mfg. Co., Owosso, Mich. Automotive trim, public seating, transportation seating. Don R. Mitchell, pres., gen. mgr.; Calvin P. Bentley, chmn. of bd.; Wm. F. Mitchell, exec. vice-pres.; H. Kirk White, vice-pres.; Arthur E. Brown, secy. and treas.; James Chapman, pub. rel. mgr.; James H. Dignan, gen. sales mgr.; Harvey P. Claus, dir. of pur.; George Macfarlane, exec. chief engr. **Adv. Agcy.**—Brindley-Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

MOBIL BUMPER, INC., 960 N. Penn st., Indianapolis 4, Ind. Bumpers, side tire mounts and side braces for trucks. George E. Dickinson, pres., adv. mgr.; J. D. Broberg, vice-pres.; B. Ray Thompson, secy.; E. B. Broberg, treas., sales mgr.; Hobart Reeves, gen. mgr.; D. Herndon, works mgr.; I. Gray, asst. sales mgr. **Adv. Agcy.**—Lahr Advertising Agency, Indianapolis, Ind. Lahr, acct. exec.

MOBILE DRILLING, INC., 960 N. Pennsylvania st., Indianapolis 4, Ind. Drilling equipment operated from power take-off of vehicle for soil testing, contractors, sand and gravel road construction. George E. Dickinson, pres.; Robert E. Dickinson, exec. vice-pres.; N. A. Parker, vice-pres.; James B. Stokes, vice-pres.; E. B. Broberg, gen. mgr.; Irene Gray, office mgr.; H. Reeves, supt. shipping. **Adv. Agcy.**—Lahr Advertising Agency,

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2909 South Indiana Avenue Chicago 16, Illinois

Who's Who in the Auto Industry

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915 N. Pennsylvania st., Indianapolis, Ind.

MOC PRODUCTS CO., INC., 6812 San Fernando rd., Glendale 1, Calif. Motor oil conditioner, gum and varnish remover, transmission oil, gasoline additive. Robert J. Venerable, pres., gen. mgr., treas. and chief engr.; Harold E. Moody, secy.; Robert F. Crust, sales mgr.; Ludwig A. Kubasak, asst. sales and pub. rel. mgr.; Helen M. Griman, pur. agt. **Adv. Agcy.**—Shackelford Advertising Agency, Glendale, Calif.

MOCAR PRODUCTS CO., 7636 S. Telegraph rd.; P. O. Box 2187, Dearborn, Mich. Material handling hooks, carriers, sheet metal and light structural fabrications. Walker C. Morrow, pres.; Arthur O. Chism, works mgr.; Harry A. Lawrence, sales mgr.

MODERN ACCESSORIES CO., 1526 Scott blvd., Covington, Ky. Arm rest covers, kick pads and safety belts. Walter Broker prop. **Adv. Agcy.**—S. C. Baer Co., Times-Star Tower, Cincinnati, O.

MODERN DISPLAYS, INC., 13271 Mt. Elliott, Detroit 12, Mich. Point-of-purchase displays for parts and accessories, tool boards, service and safety promotion programs for automotive industry. R. D. Van Houten, pres. and gen. mgr.; B. J. Curran, man. dir., secy.; J. F. Jackson, pur. agt.

MODERN MACHINE TOOL CO., 2005 Losey ave., Jackson, Mich. Cutting-off machines for tubing, rod and pipe; safety drill tables. W. G. Walker, pres.; H. G. Walker, vice-pres.; B. H. Walker, secy.-treas.

MODERN SELLING METHODS, INC., P. O. Box 666, Louisville, Ky. New and used car order pads, salesman's prospect book, salesman's daily-reports and salesman's used car inventory reports, used car control system, "Let's-Trade" proposals, Fair-appraisal forms, estimate of necessary-repairs, applications for credit. Ben F. Long, pres., gen. mgr.; D. G. Adams, secy.-treas. **Adv. Agcy.** — Mullican Co., Louisville, Ky. Howard Perry, acct. exec.

MODINE MFG. CO., Racine, Wis. Engine cooling radiators, oil coolers, heat exchangers, aftercoolers, unit heaters, convector radiators, heating and cooling coils, air conditioners. A. B. Modine, chmn. of bd.; C. T. Perkins, pres.; G. H. Jackson, vice-pres. in chge. of pur. A. G. Dixon, vice-pres. in chge. of engrg; E. G. Rutherford, secy-treas.; W. J. Burke, automotive sales mgr.; O. E. Desmond, heating sales mgr.; M. J. Druse, dir. adv. and pub. rel.; A. L. Junion, serv. mgr.; W. R. McMahon, chief engr., heating div.; T. B. Anderson, pur. agt.; R. C. Verhaeghe, chief engr., automotive div.

MOHAWK CARPET MILLS, INC., Lyon and Forest, Amsterdam, N. Y. Woven, tufted, and needlewoven carpets and rugs; also carpet cushions. Herbert L. Shuttleworth II, pres.; Edwin C. Shuttleworth, vice-pres. (mfg); Rex R. Maltbie, secy.; Lewis P. Jones, gen. supt., works mgr;. Francis I. Monahan, vice-pres. and sales mgr.; Walter P. Briggs, asst. sales; Morden R. Buck, adv. mgr.; Monroe W. Gill and Ezra Pugh, assts.; Maurice W. Richardson, chief engr.; Gardner T. Liddle, pur. Agt.; Morden R. Buck, adv., sales prom. mgr. **Adv. Agcy.**—Maxon, Inc., New York, N. Y. Robert Ferry, acct. exec.

MOLD-CRAFT, INC., 100 Lake st., Port Washington, Wis. Rubber compound display products, custom-made point-of-sale pieces. R. S. Knapp, pres.; A. C. Krueger, vice-pres.; Mrs. Marjorie Ellis, secy.; Robert A. Davies, treas.; Thomas Donely, works mgr.; G. C. Lorge, adv. mgr.; Robert O'Halloran, credit mgr.; Clarence Porath, pur. agt.

MOLINE TOOL CO., 102 20th st., Moline, Ill. Multiple spindle straight line and universal joint drilling and tapping machines; multiple and single spindle cylinder boring machines, multiple and single spindle honing machines and hones; special milling equipment; horizontal way type drilling, boring, reaming and tapping machines; special machines in general for drilling, boring, tapping and honing. C. R. Rosborough, pres. and gen. mgr.; O. R. Reiler, vice-pres.; W. C. Rosborough, vice-pres., treas.; J. B. Rosborough, vice-pres.; J. R. Rosborough, secy. and gen. counsel; Doris H. Eckstrom, asst. secy.; R. G. Martensen, pur. agt.; C. E. Parkhurst, chief engr.; R. H. Bergstrand, chief design engr. **Det. Rep.**—Motch & Merryweather Machinery Co., 23520 Woodward ave., Ferndale 20, Mich. **Adv. Agcy.**—Ross Llewellyn Inc., Chicago, Ill.

MOLY MOTOR PRODUCTS CORP., 314 Scholes st., Brooklyn 6, N. Y. Grease concentrate for passenger cars and trucks. George J. Seedman, pres.; L. M. Titus, secy. and treas.; Lawrence S. Bergman, gen. mgr.

MONARCH GOVERNOR CO., 2800 Tyler rd., Willow Run, Mich. Engine governors, automobile accessories, small die castings, stampings and assemblies. J. W. Anderson jr., pres. and gen. mgr.; George Negri jr., vice-pres.; S. W. Anderson, vice-pres.; John Ottati, vice-pres.; A. S. Anderson, secy.-treas.

MONARCH RUBBER CO., 100 Lincoln Park, Hartville, O. Molded mechanical rubber goods including weatherstrips, pads, rubber to metal parts, etc., solid and cushion press-on industrial tires, cured-on industrial tires. Robert J. Himmelright pres., gen. mgr.; Robert F. Simpson, vice-pres.; P. M. Seymour, secy.; H. K. Ashley, treas. pur. agt.; R. I. Smith, works mgr.; R. E. Schreiber, W. H. Filter, reg sales mgrs.; J. W. Cross, R. J. Himmelright jr., asst. sales, adv., sales prom. and pub. rel. mgrs.; E. Kinsley, serv. mgr.; Herman Church, chief engr., J. Yoder, traf. mgr. **Det. Rep.**—Wm. Crittenden, Arthur Dodge, P. J. Dunn, 7-255 General Motors bldg. **Adv. Agcy.**—Penn and Hamaker, Bedford, O. L. S. Hamaker jr. and Edwin Penn, acct. execs.

MONDAK PRODUCTS CO., INC., 5724 W. Armitage ave., Chicago 39 Ill. Automobile booster kit. Paul Berndt, pres.; Georgia Lloyd, secy. **Det. Rep.**—E. L. Barrett & Co., P. O. Box 175, Hastings, Mich.

MONROE AUTO EQUIPMENT CO., E. First st., Monroe, Mich. Hydraulic shock absorbers, hydraulic easy-riding seats for tractors, trucks and military vehicles; sway bars; torsion bars, hydraulic lifts; molded rubber products, direct acting hydraulic power steering. Brouwer D. McIntyre, pres. and gen. mgr.; Wm. D. McIntyre, exec. vice-pres. and treas.; C. S. McIntyre, exec. vice-pres., chge. of sales and secy.; George M. Streicher, asst. to pres., works mgr.; J. E. Bickel, mdse. mgr.; Walter Nash, sales mgr., shock absorber div.; W. H. Clark, power steering sales mgr. and serv. mgr.; A. A. Ballantyne, adv. and sales prom. mgr.; C. J. Smith, vice-pres., chief engr.; G. J. Henrich, vice-pres. and pur. dir. **Adv. Agcy.**—Ruthrauff & Ryan, 7430 Second blvd., Detroit. Joe Foley, acct. exec.

MONROE STANDARD, INC., Wyandot bldg., Galion, O. Low air pressure indicators, indicator for vacuum brakes, circuit switches to disconnect generator and battery, moisture ejectors for air lines, push-pull drain valves. E. P. Monroe jr., pres.; C. S. Schuler, gen. mgr.

MONSANTO CHEMICAL CO., (Plastics div.), Springfield 2, Mass. Vinyl butyral film, styrene compound and resin, vinyl chloride resin and film, melamine surface coating resins, urea, phenolic, melamine and resorcinol resins, polyethylene compound. R. K. Mueller, gen. mgr.; R. D. Dunlop, asst. gen. mgr.; J. C. Garrels, asst. gen. mgr.; Chas. Lichtenberg, C. T. King, assts. to the gen. mgr.; R. C. Evans, dir. of mktg.; E. L. Hobson, dir. of sales, plastic products; R. T. Clark, dir. of sales, raw materials; C. L. Jones, dir. of sales, resin prods.; E. D. Kennedy, adv. and sales prom. mgr.; F. W. Meuschke, asst. adv. and sales prom. mgr.; H. W. Mohrman, res. dir.; R. G. Fordyce, dir. of dev. and tech. serv.; C. E. Pfeifer, H. K. Eckert, dirs. of mfg.; J. P. Skehan, dir. of field oprns.; W. B. Daume, per. dir. **Adv. Agcy.**—Needham, Louis & Brorby, New York, N. Y. F. A. Mitchell, acct. exec.

MONTPELIER MFG. CO., Montpelier, O. Motor vehicle conversions, urban panel and house-to-house delivery bodies. H. A. Schwartz, pres.; M. H. Schwartz, vice-pres.; G. L. Hill, vice-pres.; John C. Rundell, sales mgr.; R. C. Kunkle, asst. sales mgr.; Kenneth Harman, chief engr.; Robert Treer, pur. agt.

MOOG INDUSTRIES, INC., 6565 Wells, St. Louis 14, Mo. Leaf springs, piston rings, coil action parts, coil springs and related parts. H. P. Moog, chmn. of bd.; H. C. Moog, pres.; H. M. Ramel, vice-pres.; J. B. Bushyhead, vice-pres. of sales; A. M. Goetz, secy.-treas.; C. L. Cadwell, asst. secy.; Wm. Schublein, chief engr.; John Wehrheim, asst. adv. mgr.; E. C. Gieseking, pur. agt.; Philip F. Trembot, spec. sales mgr.; M. Meyer, traf. mgr. **Det. Rep.**—William Eckard, 15008 Sarasota. **Adv. Agcy.**—Winius-Brandon Co. 1706 Olive st. St. Louis, Mo.

MOORE & CO., SAMUEL, Main and Orchard, Mantua, O. Caulks, sealers, adhesives, rubber matting, rubber step plates, plastic coated tubing. Samuel D. Moore, pres.; Frank H. Olton, vice-pres.; King E. Fauver, secy.; Arthur B. Briggs, treas.; Bradford Burnham, sales mgr.; R. E. Brumbach, chief engr.; Robert Thomas, pub. rel. mgr. **Adv. Agcy.**—Palm & Patterson.

MORAINE PRODUCTS DIV., General Motors Corp., 1420 Wisconsin blvd., Dayton 1, O. Hydraulic brake controls, brake assemblies, hydraulic brake fluids, engine bearings, powder metal products, friction plates for automatic transmissions, metallic filter media, rolled bronze products. C. J. Werner, gen. mgr.; H. J. Houck, plant mgr.; R. O. Yost, gen. sales mgr.; F. J. Markey, auto. sales mgr.; C. T. Sillin, serv. sales mgr.; H. D. Glass, adv. mgr.; dir. of sales tech.; E. S. Moyer, chief engr.; J. H. Weyer, dir. of pur.; P. Boorom, asst.; J. O. Faris, traf. mgr.; R. R. Rogers, compt.; W. E. Taylor, pub rel. mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. M. C. Miller, acct. exec.

MORCO, INC., 23001 Aurora rd., Bedford, O. Reconditioning crankshafts. C. H. Kimmel, pres.; W. C. Dunn, vice-pres.; D. F. Clark, gen. mgr.; F. B. Loeffler, sales mgr.; Peter Myello, supt.; Peter P. Mantz, prod. and traf. mgr.; A. Kozar, acct. and office mgr. Worth H. Parker, Texas rep. **Adv. Agcy.**—Carr-Liggett, Cleveland, O.

MORRISON STEEL PRODUCTS, INC., 601 Amherst st., Buffalo 7, N. Y. Metal stampings for trucks, automotive and general use; utility truck bodies and accessories, warm air forced draft and gravity; gas and oil fired furnaces (trade name: "Mor-Sun"); sectional steel overhead garage doors (trade name: "Roly Door"); S. Morrison, pres.; I. Morrison (mfg.), A. J. Harsch (engr.), M. J. Kohnstamm, vice - presidents; C. O. Rainey, secy-treas.; C. A. Stahlka, dir. sales and adv. prom.; S. Morrison, sales mgr., contract stamping div.; John W. Hanlon, sales mgr., "Morrison Service Bodies" div.; Walter E. Duffy, sales mgr. "Mor-Sun" div.; Morey Morrison, sales mgr., "Roly Door" div.; Arthur P. Ennis, asst. sales mgr.; Lou Hine, chief engr.; A. S. Pezoldt, dir. pur.; J. Johnson, traf. mgr. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y.

MORSE CHAIN CO., A Borg-Warner Industry, Ithaca, N. Y. and Detroit, Mich. Timing chain and sprockets, roller chain and sprockets, flexible couplings. S. J. Roush, pres. and gen. mgr.; D. H. Spicer, vice-pres., sales; J. Nall Candler, vice-pres., Detroit plant; M. V. Bailliere jr., secy.-treas.; T. A. Fowler, automotive sales rep.; J. A. Janikowski, adv. mgr.; N. C. Bremer, chief engr.; S. J. Morris, pur. agt. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, acct. exec. L. J. Schneider.

MORTELL CO., J. W., 550 N. Hobble ave., Kankakee, Ill.; Lyndhurst, N. J.; Detroit. Fluid-type sound deadeners, sealers, adhesives, calks, rust preventives, undercoatings. E. E. Mortell, pres.; J. L. Mortell, secy.-treas.; J. E. Ashton, vice-pres. and automotive sales mgr.; T. P. Fitzpatrick, vice-pres. and gen. mgr.; J. H. Largen, Eastern mgr.; K. D. Roubie, Detroit mgr.; E. Lund, supervisor indus. sales; E. F. Gerrity, sales mgr., merchandising div.

MORYSVILLE BODY WORKS, INC., 813 S. Reading ave., Boyertown, Pa. Utility bodies, line bodies, pick-up tool boxes, body equipment and gas bottle bodies. Wallace B. Updegrove, pres.; Ruth B. Wagner, secy.; Andrew D. Kinkaid and Gerald L. Wagner, salesmen. **Adv. Agcy.**—Ted Black Agency, Reading, Pa.

MOTOR GENERATOR CORP., Troy, O. Battery chargers, motor generator type,

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FIRST NAME IN TIRE VALVES
FOR ORIGINAL EQUIPMENT AND REPLACEMENT

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automotive, bus, truck; electrical industrial truck chargers, generators, AC and DC; motor generator sets, all types; power plants. O. H. Menke, pres.; D. W. Baker, vice-pres. and sales mgr.; G. O. Williams, secy.; D. C. Jenkins, treas. **Adv. Agcy.** — Ralph Dalton & Assoc., Troy, O.

MOTOR PRODUCTS CORP., 11801 Mack ave., Detroit 14, Mich. Trim mouldings, instrument panels, ventilators, stampings, rolled sections, miscellaneous automobile parts. R. J. Nixon, pres. and gen. mgr.; R. P. Ewart, vice-pres. and dir. of sales; S. A. Hill, secy.; R. Nigro, treas. and compt.; G. F. Burley, dir. of pur.; L. A. Stewart, dir. of engrg.; L. A. Fill, chief engr.; F. W. Presley, dir. of ind. rel.

MOTOR VEHICLE RESEARCH, INC., South Lee, N. H. Independent automotive research and engineering. Andrew J. White, dir.

MOTOR WHEEL CORP., 735 E. Saginaw st., Lansing 3, Mich. Wheels, hubs, brake drums, pressed metal parts, heating appliances and power lawn mowers. M. F. Cotes, pres. and gen. mgr.; R. A. Cole, exec. vice-pres.; Carl F. Schultz, vice-pres. (automotive sales); A. P. Schweizer, vice-pres. (automotive engrg.); S. N. Johnson, vice-pres. (automotive mfg.); Karl Egeler, vice-pres. (Duo-Therm sales); D. F. Jones, vice-pres. (Duo-Therm engrg.); E. A. Bovee, vice-pres. (Appliance mfg.); Edward K. Ellsworth, secy.; C. A. Benson, treas.; Thomas J. Fagan, asst. secy.; Raymond Sanger, asst. treas.; S. O. Briggs, mgr. (Reo Div.); C. J. Holden, sales mgr. passenger car); R. J. Kinney, sales mgr. (truck sales); Frank D. Jackson, sales mgr. (pressed steel); C. A. Johnson, sales mgr. (agr. and ind.); Anson Grimes, sales mgr. (service); Robert W. Dugger, dir. of per.; H. W. McKeague, dir. of pur.; J. D. Withrow, pur. agt.; H. C. Salzer, pur. agt.; George Bleibtrey, dir. of traf.; Bruce York, adv. mgr.; Max Hosmer, asst. adv. mgr. **Det. Rep.**—C. J. Holden, 546 New Center bldg., Detroit 2, Mich. **Adv. Agcy.** — Young & Rubicam, Inc., Chicago.

MOTO-SWAY CORP. OF AMERICA, 205 Pasadena ave., South Pasadena, Calif. Lubrication equipment, car washers, glazers and waxers, engine cleaners, truck-o-mats, wheel balancing equipment. A. M. Markus, pres. and treas.; Lee B. Markus, vice-pres. and secy.; W. Miller, works mgr.; A. L. Stuart, sales mgr.; Jack Crosley, adv. mgr.; W. Miller, serv. mgr.; E. Aron, chief engr.; Rudolph Kaiser, pur. agt.; B. Christensen, asst. pur. agt; T. Schneider, traf. mgr. **Adv. Agcy.**—Jack Crosley, Hyland Park, Los Angeles, Calif.

MOTOROLA, INC., 4545 W. Augusta blvd., Chicago 51, Ill. FM two-way mobile radiotelephone; automobile receivers; home radios, AM television receivers. P. V. Galvin, pres.; R. W. Galvin, exec. vice-pres.; E. R. Taylor, vice-pres., marketing; Elmer Wavering, Frank J. O'Brien, D. E. Noble, Walter B. Scott, E. P. Vanderwicken, vice-presidents; Charles Green, secy.; Eugene S. Goebel (communications div.), sales mgr.; D. H. Kutner, dir. of adv.; A. T. Alexander, natl. serv. dir.; Frank Uhrus, serv. mgr.; Jack Davis, prod. mgr., radio div.; Ed Passow, prod. mgr., TV div.; William Arnos, pur. agt.; Allen Center, dir. of pub. rel.; James E. Herbert, gen. sales mgr., cons. div.; J. B. "Kip" Anger, asst. sales mgr., cons. div. **Adv. Agcy.**—Leo Burnett Co., Chicago, Ill.

MOTORS METAL DIVISION—Abrasive & Metal Products Co., 5936 Milford ave., Detroit 10, Mich. Sheet metal stampings and assemblies; hoods, fenders, engine pans, running boards, body stampings, radiator shells and all similar parts. Dr. Robert R. McMath, chmn. of bd.; S. J. Menzel, pres. and gen. mgr.; Nelson C. Johnson, vice-pres. and treas.; George H. Malesky, plant supt.; J. Reed Alexander, sales and adv. mgr.; Vincent A. Corrado, chief engr.; Ian F. Wilson, pur. agt.

MT. CLEMENS METAL PRODUCTS CO., 145 S. Rose st., Mt. Clemens, Mich. Metal stampings and assemblies, spun pulleys, cold headed products, weld and clinch nuts, moulding clips, brazing and annealing. F. G. Richardson sr., pres. and gen. mgr.; Fred G. Richardson jr., exec. vice-pres.; William H. Asmus, treas.; Harold B. Desenberg, secy.; F. W. Eaton, chief engr.; W. H. Rengert, pur. agt. **Det. Rep.**—Rich-Wing Corp., 420 New Center bldg., Detroit 2, Mich.

MT. VERNON TRUCK BODY CO., 1819 S. 10th st., Mt. Vernon, Ill. Van, custom and farm bodies. Webster Hill, pres.; N. E. Williams, gen. mgr.; R. C. Winder, parts and accessories mgr.

MUELLER BRASS CO., 1925 Lapeer, Port Huron, Mich. Copper tube, flare and solder-type fittings, aluminum forgings, shaped brass rod, flare fittings, casting, formed tubing. F. L. Riggin, pres.; F. L. Riggin jr., exec. vice-pres.; W. M. Edmondson, secy.-treas.; A. C. Dappert, vice-pres. in chge. of sales; E. Scheusener, vice-pres. in chge of mfg.; O. R. Payton, adv. mgr.; E. A. Fairchild, sales prom. mgr.; R. A. Gray, chief engr.; H. Lewis, pur. agt.; E. Miller, traf. mgr.; A. St. Pierre, pub. rel. mgr. **Det. Rep.**—Sales Office, 19600 Van Dyke ave., Detroit. **Adv. Agcy.**—Price, Tanner, Willox, Saginaw, Mich. P. Willox, acct. exec.

MULLINS MFG. CORP., University st., Warren, O. Hydraulic cylinders and other deep drawn close tolerance cylinders. H. M. Heckathorn, pres.; C. D. Alderman, vice-pres.; H. Krohne, secy.; H. F. Wykoff, treas.; H. O. Smith, works mgr.; Walter J. Stark, sales mgr., Koldflo div.; J. W. Gimbel, adv. mgr.; Ben Kaul, chief engr.; Keith Kyle, pur. agt.; A. C. Diemel, traf. mgr.; C. R. Nelson, pub. rel. mgr. **Det. Rep**—Hascall Co., 18268 James Couzens hwy., Detroit, Mich. **Adv. Agcy.** — The Griswold-Eshleman Co., Cleveland, O. K. W. Akers, acct. exec.

MULTI-HYDROMATIC WELDING & MFG. CO., 23171 Groesbeck hwy., East Detroit, Mich. Multiple spot, hi-production welding machines; seam, flash and butt welders; standard spot, rocker arm and projection welders; aircraft fixtures and jigs and special machinery. Richard P. Joy jr., pres. treas. and gen. mgr.; Hans G. Warnke, exec. vice-pres.; W. L. Jewett, vice-pres., sales mgr. and secy.; L. R. Patterson, shop supt.; C. H. Tatham, vice-pres.; Wm. Dusse, chief engr.; F. L. Leaver, pur. agt.

MURPHY SALES CO., 4007 S. Wentworth ave., P. O. Box 79, Lake st. sta., Minneapolis 8, Minn. Automatic lock for rear doors. John D. Murphy jr., owner.

MURRAY CORP., East Joppa rd., Towson 4, Md. Hose clamps, battery necessities, brake parts. H. Alexander Smith jr., pres.; Leonard H. Forman, vice-pres. and pur. agt.; Don R. Matthews, sales mgr.; John W. Schukraft, chief engr.; W. C. Hoadley, prod. mgr. **Det. Rep.**—Don R. Matthews, 16629 Meyers rd., Detroit 35, Mich. **Adv. Agcy.** — Emery Advertising Agency, 2 E. North ave., Baltimore 2, Md.

MUSKEGON MOTOR SPECIALTIES CO., 2314 Tyson st., Jackson, Mich. Machining crankshafts and auto parts. J. A. Vieson, chmn. of bd.; D. W. Johnson, pres.; C. J. Huebner, exec. vice-pres.; D. N. North, treas. and asst. secy.; T. J. McCarthy jr., secy.; R. V. Pangborn, vice-pres. in chge. of mfg.

MUSKEGON PISTON RING CO., Sixth and Alpha, Muskegon, Mich. Piston rings. T. E. McFall, chmn. of the bd.; H. G. Vaughan, pres.; G. W. Lundeen, exec. vice-pres.; M. D. Stanley, vice-pres., mfg. (Muskegon div.); W. A. Clouser, vice-pres. sales (Muskegon div.); G. A. Fifield, secy.; J. A. Nadeau, pur. agt. **Det. Reps.**—G. E. Smith, G. B. Oliver, S. J. Bourdon, 521 New Center bldg. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill. George L. Briggs, acct. exec.

MUSTANG MOTOR PRODUCTS CORP., (subsidiary of Gladden Products Corp.), 635 W. Colorado blvd., Glendale 4, Calif. Motorcycles (lightweight), Delivercycles (3 wheel pickup and delivery type). John N. Gladden, pres.; G. Brashears, secy.-treas.; Howard Burrell, gen. mgr.; Charles R. Gardner, prod. mgr.; J. Wade Brunson, sales and adv. mgr.; Gene Raphael, mgr. Kansas City, Mo.; branch; Howard Forrest, chief engr.; V. Brown, pur. agt. **Adv. Agcy.** — Walter C. Davison Co., Glendale, Calif.

MUTUAL BROADCASTING SYSTEM, 1440 Broadway, New York 18, N. Y. Thomas F. O'Neil, chmn. of bd. and pres.; John B. Poor, exec. vice-pres.; J. G. Taylor, vice-pres.; E. Goldfarb, W. Regan, asst. secy.; Sidney P. Allen, vice-pres., (Eastern div. sales); Carroll Marts, vice-pres. (Mid-West div. sales); Robert Monroe, vice-pres. in chge. of programs; George Ruppel, vice-pres. and treas.; Robert A. Schmid, vice-pres. in chge. adv., pub. rel., res.; Harry Trenner, vice-pres. in chge. sales; Milton Burgh, dir. of news and spec. events; Jack Burnett, dir. of sports; Robert Carpenter, dir. of station rel. and co-op prog.; Richard Puff, dir. of res. and pres.; Patrick Winkler, dir. of pers., pur. and gen. auditor; Francis X. Zuzulo, dir. of press info. and audience prom.

MYRLO CO., 2168 W. 25th st., Cleveland 13, O. All types pennant streamers. Myrl Bookman, owner.

MYSTIK ADHESIVE PRODUCTS, Div. of Chicago Show Printing Co., 2635 N. Kildare ave., Chicago 39, Ill. Paper masking tapes, waterproof cloth tapes, pressure sensitive protective papers, stencils, adhesive specialty products, pressure sensitive pipe insulation, adhesives, coatings and sealers. Russell J. Leander, pres.; J. K. Leander, Elmer J. Leander, vice-presidents; Robert D. Smith, vice-pres. and contr.; Robert J. Leander, vice-pres., secy. and treas.; S. L. Ostrenga, sales mgr., ind. and automotive div.; J. C. Gallagher, sales mgr., retail div.; Ken H. Winters, sales mgr., chain store div.; P. J. Brown, dir. adv.; Harry Feuer, dir. mkt.; G. V. Disbrow, sales mgr.; adhesives, coatings and sealers; W. F. Campbell, traf. mgr. **Adv. Agcy.**—George H. Hartman Co. Rowland Laughlin, acct. exec.

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NACTO CLEANER CORP., 1200 East 156th st., New York 59, N. Y. Fabric cleaner, waterless hand cleaner, tar remover, "Grees Wash," garage floor cleaner, fire extinguisher fluid, foam upholstery cleaner, leather cleaner. James L. Ryan, pres., gen. mgr., sales mgr. and pur. agt.; G. S. McHarg, vice-pres., treas.; E. F. Ryan, secy. **Adv. Agcy.**—Asher Godfrey & Franklin, New York, N. Y.

NAMSCO, INC., 333—31st ave., Bellwood, Ill. (Chicago suburb). 1-piece wheel covers for specific car models and universal style, hub caps for all popular cars, and many industrial uses, gas tank caps, radiator caps, wheel bolts and nuts. J. A. Anderson, pres.; E. Strom, sales, adv. traf. mgr.; F. Wasil, works mgr. and pur. agt.

NANKERVIS CO., GEORGE L., 19255 W. Davison, Detroit 23, Mich. Special testing equipment for automotive industries. George L. Nankervis, pres.; H. W. Grikschiet, H. M. Cherry, C. E. Cox, vice-presidents; J. C. Nankervis, secy.-treas.; K. J. Battjes, adv. mgr.; R. E. Hohisel, chief engr.; R. I. Pietl, pur. agt. **Adv. Agcy.**—Gray and Kilgore, Detroit. Art Brooks, acct. exec.

NAPCO INDUSTRIES, INC., 834 North 7th st., Minneapolis 11, Minn. Federal Motor truck; elston sanders; loaders NL-50 and NLF-150; powr-pak 4-wheel drive conversion unit. Max E. Rappaport, pres.; Fred Rappaport, exec. vice-pres.; Jack McCarty, vice-pres.; Leonard J. Segal, secy.; S. Harry Gainsley, treas.; Roy Mullin, gen. sales mgr; Kenneth Parker, works mgr.; W. E. Gorman, Dave Hansen, sales mgrs; William Auger, asst. sales; Dave Chazankin, adv. mgr.; Jack Wagner, asst.; William E. Delaney, serv. mgr.; Roger Huffman, chief engr.; Frank Formico, pur. agt; Irving Nielson, traf. mgr. **Adv. Agcy.**—Alfred Colle Co., Minneapolis, Minn. Keith Smith, acct. exec.

NASH BROS. CO., 2125 Dewey ave., Evanston, Ill. Tire-carriers (cable-lift, slant basket, back-of-cab) for trucks; trailers; front and rear bumpers for trucks, truck bodies, buses. C. L. Nash, pres.; L. B. Nash, vice-pres.; E. A. Seward, secy.-treas.; R. E. Mainland, gen. mgr.; H. L. Garwood, asst. sales mgr.; William Renouf, chief engr.; Bill Butler, traf. mgr.

NASH MOTORS DIV., American Motors Corp., 14250 Plymouth rd., Detroit 32, Mich. Passenger cars. John W. Raisbeck, sales vice-pres.; M. A. Saunders, asst. sales mgr.; Fred W. Adams, asst. sales mgr. of adv. and mdse.; F. G. Sease, dir. of dealer devel.; H. G. Paxton, exec.

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asst. to sales vice-pres.; L. E. Stewart, sales mgr.; (Central div.); G. B. Stone jr., special assignment rep. L. M. Pursely, bus. management mgr.; R. J. Molloy, sales prom. mgr.; J. H. McGuckin, sales training supvr.; R. J. MacCulley, asst. sales prom. mgr.; Ronald McCulloch, asst. sales prom. mgr.; A. D. Gage, natl. adv. supvr.; E. B. Brogan, local adv. supvr.; C. M. Tillinghast, gen. parts and serv. mgr.; D. L. McLellan, parts and serv. adm. mgr.; J. S. Krider, parts and serv. prom. mgr.; M. J. O'Connor, pub. rel. dir.; T. M. Hewitt, asst. pub. rels. dir. **Adv. Agcy.**—Geyer Advertising, Inc., New York. John Henry, acct. exec.

NASON, R. N., & CO., 151 Potrero ave., San Francisco 3, Calif. Automotive paint and lacquer products, complete line of all trade sales products. W. W. Holt, chmn. of the bd.; G. W. Fuller, pres.; D. D. Elliott, vice-pres.; A. J. Hunter, secy.-treas.; W. C. Kenton, E. A. Barsetti, C. J. Spear and W. Verzani, branch mgrs.

NATIONAL ACME CO., 170 E. 131st st., Cleveland 8, O. Multiple and single spindle automatic bar and chucking machines; self-opening threading dies and collapsible taps; self-opening thread rolling heads; thread rolling machines; limit switches; solenoids, contract mfg. F. H. Chapin, pres.; C. W. Simpson, exec. vice-pres.; T. L. Strimple, secy.; G. J. Steinbicker, treas.; A. E. Drissner, vice-pres., chief engr.; B. H. Ayers, vice-pres., works mgr.; R. R. Rhodehamel, gen. sales mgr.; A. E. Henn (machinery div.), H. F. Fussner (threading div.), A. J. Park (electrical div.), asst. sales mgrs.; D. H. Rowe, adv. mgr.; E. W. Hull, asst. adv. mgr.; F. C. Jenness, sales serv. mgr.; R. J. Gosling, pur. agt.; J. C. Skalnik, Roy Waltz, assts.; F. Mesojedic, traf. mgr.; H. O. Anderson, per. mgr. **Det. Rep.**—S. E. Casson, mgr., 14235 Puritan ave., Detroit 27 Mich. **Adv. Agcy.**—Heffernan & McMahon, Inc., Buffalo 3, N. Y.

NATIONAL ADVERTISING CO., General Sales Offices, First National Bank bldg., Chicago, Ill. **Administrative Offices,** Waukesha, Wis. Highway advertising on a maintained rental basis. J. L. Hayes, pres. and gen. mgr.; F. P. Gunning, vice-pres. and gen. sales mgr.; F. B. Mooers, operations dir.; R. W. Rhyner, compt.; R. T. Anderson, adv. and sales prom. dir. **Adv. Agcy.** — MacManus, John & Adams, Bloomfield Hills, Mich.

NATIONAL AUTO GLASS SPECIFICATIONS, 9050 Livernois ave., Detroit 4, Mich. Auto glass patterns, publishers of auto glass parts catalog. Orren D. Hulett, gen. mgr.

NATIONAL AUTO RECONDITIONING CORP., 8435-44th Place, Lyons, Ill. Tipton-Sol engine degreasing shampoo; upholstery cleaning kits, automotive vacuum, remover for scotch-lite reflector, tape and chrome protector, rubber renewer, car shampoo, white side wall cleaner, auto upholstery dyes. Ralph M. Tipton, pres. sales, adv. mgr.; Walter A. Ninke, vice-pres., gen. mgr.; Margaret M. Tipton, secy. and treas.; David B. Snedeker, works mgr., chief engr. **Det. Sales Rep.**—John Federbusch, Car Groom Distributors, 8767 W. Chicago blvd.

NATIONAL AUTOCRAFT MFG. CO., 2710 N. Orange ave., Orlando, Fla. Universal body moulding clip kit, windshield wiper control, window handle crank, door locking and instrument panel dash knobs. Ford door lock repair kit (1949 Fords), door sill moulding covers, slip-on armrest covers. Charles D. West, pres., sales mgr.; F. P. West, secy.-treas. **Adv. Agcy.** —Robert Hammond Associates, Orlando, Fla.

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., 2627 Cadillac Tower, Detroit 26, Mich. H. L. Taylor, chmn. of bd.; Parke W. Davis, vice-chmn.; T. V. Breitenbeck, secy.; Lloyd Lawson, treas.; H. K. Halbrooks, dir., accident prevention div.; R. E. Beiser, gen. mgr.; J. Paul Skipworth, traf. mgr.

NATIONAL AUTOMOTIVE FIBRES, INC., 19925 Hoover, Detroit 5, Mich. Complete automotive textile trim, insulation and cardboard parts, automotive fabrics and carpet. J. R. Millar, chmn. of bd.; J. G. Bannister, pres.; R. Y. Millar, vice-pres. in chge. of Pacific Coast operns.; Wm. J. Athanson, exec. vice-pres.; E. P. Bolen, vice-pres. in chge. of engrg.; H. K. Leahy, vice-pres. in chge. of prod.; H. B. Greene, secy.-treas.; J. Chapman, contr.; N. E. Prather, asst. secy. and asst. treas.; R. B. Hunter, gen. counsel.

NATIONAL AUTOMOTIVE MANUFACTURING & ENGINEERING CORP., 205 Pasadena ave., South Pasadena, Calif. Moto-Sway lubricating equipment, Spray-Foamatic spray guns, Truk-O-Mat's, Spray-Foam Jr., home spray guns, Spray-Foam washing compounds, Moto-Lite license frames, Quick-On couplers, MSF concentrates, Moto-Glaze compounds grease Hypo-Jectors. Alexander M. Markus, pres.; W. Miller, plant supt.; Lee B. Markus, secy.-treas.; K. Nelson, chief engr.; Rudolph Kaiser, comptr.; B. Christensen, asst. pur. agt.; Jacob M. Schneider, traf. mgr. **Adv. Agcy.**—J. T. Crossley Co., Los Angeles 42, Calif.

NATIONAL BONDED CARS, INC., 120 Morris ave., Springfield, N. J. Inspection and warranty service. H. S. Campbell, pres.; C. W. Milburn, vice-pres., treas.; Ed M. deCastro, secy.; Phillip Thompson, gen. sales mgr.; Bob Bale, sales consultant. **Adv. Agcy.** — Richard La Fond, New York, N. Y. Bill Featherstone, acct. exec.

NATIONAL BRAKE BLOCK CORP., 79 Madison ave., New York, N. Y. National brake block, Seg-Mold brake lining, Seg-Wove brake lining, rivets, clutch facings, bonded woven. Irving J. Simon, pres.; William Simon, vice-pres.; Harry Gelband, secy.-treas.; M. Feldman, traf. mgr. **Det. Rep.**—Mark Berman, 2722 Webb. **Adv. Agcy.**—Walter J. Zimmerman Assoc., New York, N. Y.

NATIONAL BROACH & MACHINE CO., 5600 St. Jean ave., Detroit 13, Mich. Gear shaving, lapping, measuring, sound testing and grinding machines; naloy broaches, broaching fixtures and gear shaving cutters. Walter S. Praeg, pres.; Max B. Mentley, vice-pres.; Ben F. Bregi, vice-pres.; D. P. Smith, vice-pres.; Milo H. Crawford, secy.; George R. Smith, treas.; Harold Ashton, mgr., sales and serv.; Martin Linder, asst. treas.; T. S. Gates, chief engr.; Basil Hawkins, pur. agt.; Hall Industrial Publicity, pub. rel. mgr. **Det. Rep.**—Home Office, 5600 St. Jean ave. **Adv. Agcy.**—Witte & Burden, Detroit 2, Mich.

NATIONAL BROADCASTING CO., INC., 30 Rockefeller Plaza, New York 20, N. Y. Sylvester L. Weaver jr., chmn. of bd.; Robert W. Sarnoff, pres.; David C. Adams, staff vice-pres.; Charles T. Ayres, vice-pres., radio network; Harry Bannister, vice-pres. for station rel.; Hugh M. Beville, vice-pres. planning & devel.; Kenneth W. Bilby, vice-pres. for pub. rel.; J. M. Clifford, adm. vice-pres.; Matthew J. Culligan, vice-pres., natl. sales div.; Michael M. Dann, vice-pres. program sales; Charles R. Denny, vice-pres. in chge. of owned stations and spot sales; Sydney H. Eiges, vice-pres. in chge. of press and publicity; Thomas E. Ervin, vice-pres. and gen. atty.; George H. Frey, vice-pres. in chge. of TV network sales; William S. Hedges, vice-pres. in chge. of integrated services; Joseph V. Heffernan, fin. vice-pres.; Jules Herbuveaux, vice-pres., gen. mgr. WMAQ-FM & WNBQ; Edward R. Hitz, vice-pres. in chge. of TV sales, central div.; Thomas A. McAvity, vice-pres. in chge. of TV network programs; Thomas E. McFadden, vice-pres. in chge. of spot sales; Richard A. R. Pinkham, vice-pres. in chge. of TV net. programs; Earl H. Rettig, vice-pres., TV network services; Frank M. Russell, vice-pres., Washington office; Emanuel Sacks, staff vice-pres.; Walter Scott, vice-pres., natl. sales mgr.; Hamilton Shea, vice-pres. in chge. of WRCA, WRCA-FM, WRCA-TV; Andrew L. Hammerschmidt, vice-pres., chief engr.; Carleton D. Smith, vice-pres., gen. mgr. for WRC, WRC-FM, WRC-TV; Carl M. Stanton, vice-pres., chge. of film div.; Davidson Taylor, vice-pres., chge. of pub. affairs; Mort Warner, vice-pres. natl. programs; John K. West, vice-pres., Pacific div.; Frederick W. Wile jr., vice-pres., chge. TV and radio network programs Pacific div.; Lloyd E. Yoder, vice-pres., gen. mgr. WRCV-FM and TV; Joseph A. McDonald, treas.; William A. Williams, asst. treas.; George D. Matson, contr.; John Q. Cannon, secy.; Paul B. Lynch, asst. secy.; John V. Shute, asst. secy.; Raymond E. Simonds, asst. secy.; Hugh M. Beville, dir. of res. and planning; John P. Cleary, dir. of radio network programs Walter Gross, Det. div. sales mgr.; Wm. Fairbanks, natl. sales mgr., radio network; William K. McDaniel, gen. mgr., KNBC-FM; Erik Hazelhoff, dir. program sales; Murray Heilweil, mgr., mdse.; Stockton Helffrich, dir., continuity acceptance; Leonard E. Hole, dir., program devel.; Frederick L. Horton, dir., radio network sales; Lowell B. Jacobsen, dir., personnel; Lewis M. Marcy, dir. TV sales devel.; Donald J. Mercer, dir., station rel.; John B. Lanigan, mgr., daytime sales; Thomas C. McCray, gen. mgr., KRCA; Robt. McFadyen, mgr. sales and merch. plans; Roy C. Porteous, mgr., sales for participating programs; John H. Porter, mgr., national adv. and prom.; Peter J. Smith, mgr., Tele. sales; Edgar G. Sisson jr., dir., film div.; John H. Dodge, mgr., eastern television sales; John T. Williams, western div. sales mgr.; Theodore Zaer, div. bus. mgr., radio network. **Adv. Agcy.** — Grey Advertising Agency, Inc., 430 Park ave., New York 22, N. Y. Leroy B. Block, vice-pres., acct. exec.

NATIONAL CAR RENTAL SYSTEM, INC 1209 Washington ave., St. Louis 3, Mo. Association of independent car rental companies with representation in all principal cities in the U. S. and abroad. H. Earl Smalley jr., pres.; Walter J. Phillips, exec. vice-pres.; Charles Hillard, vice-pres.; P. N. Ludowissi, treas.; Hugh Corbett, secy. **Adv. Agcy.**—Gene Rison & Associates, St. Louis, Mo. E. R. Rison, acct. exec.

NATIONAL CARBON CO., Div. of Union Carbide and Carbon Corp., 30 E. 42nd st., New York 17, N. Y. Anti-freezes, cooling system cleaner, stop-leak, anti-rust, flashlights, flashlight batteries. A. S. Johnson, pres.; C. O. Kleinsmith, P. M. Buhrer, exec. vice-presidents; A. C. Bryan, vice-pres., gen mgr; E. L. Dibble, gen. mgr., consumer prod. sales; J. F. Warnell, mgr., battery prod. sales; F. W. Berdan, mgr., automotive prod. sales; A. J. Housman, adv. mgr. **Adv. Agcy.**—Wm. Esty Co., Inc.

NATIONAL CASH REGISTER CO., Main and K sts., Dayton 9, O. Accounting machines, adding machines, cash registers. S. C. Allyn, pres.; R. S. Oelman, exec. vice-pres.; John M. Wilson, vice-pres., sales; Robert E. Cowden jr., secy.; W. L. Russell, treas.; W. E. Bahl, vice-pres., mfg.; L. S. McCallister, asst. sales mgr.; G. W. Head, adv. mgr.; Leigh Metcalfe, asst.; W. F. Clawson, serv. mgr.; E. R. Schlemmer, pur. agt.; E. H. Voehringer, traf. mgr.; J. K. Owen, pub. rel. mgr. **Det. Rep.**—Ewing Stumm, branch mgr., 3456 Woodward ave. **Adv. Agcy.** — McCann-Erickson, Inc., New York 20, N. Y. Herb Pierce, acct. exec.

NATIONAL COTTON BATTING INSTITUTE, 1918 North Parkway, Memphis 12, Tenn. Industry organization for the promotion of cotton cushioning in automobile seats. David E. Schimmel, pres.; Henry Chanin, Ellis H. Warren, and C. E. Theobald jr., vice-presidents; S. E. Brandwein, secy.; John J. Ryan III, treas.; R. T. St. John, exec. secy. **Adv. Agcy.**—Greenhaw & Rush, Inc., Memphis, Tenn. E. B. Greenhaw, acct. exec.

NATIONAL FLAG & DISPLAY CO., 43 W. 21st st., New York 10, N. Y. Advertising cloth banners of any size and description. Sam Z. Schatz, pres.; Sam Coolick, vice-pres.; Joe Schatz, gen. mgr.

NATIONAL LEAD CO., 111 Broadway, New York 6, N. Y. Raw and finished die castings (zinc, brass, aluminum and magnesium)—Doehler-Jarvis Div., solder, battery oxides, titanium pigments for

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white sidewall tires, storage battery, plate metal, "Kirksite" dies and die metal, paint oils. Joseph A. Martino, pres.; A. H. Drewes, F. J. Koegler, D. A. Merson, Geo. L. Ratcliffe, J. H. Reid, H. T. Warshow, H. C. Wildner, vice-presidents; J. B. Henrich, secy.; J. J. Morsman jr., treas.; T. Howard Sarine, adv. mgr.; A. V. Bender, chief engr.; L. J. Werne, traf. mgr.; C. H. Rose, pub. rel. dir.

NATIONAL MACHINE PRODUCTS CO., 44225 Utica rd., Utica, Mich. A complete line of hexagon nuts in all standards. J. L. Cook, pres.; C. W. Couch, vice-pres., sales mgr.; A. R. Devine, secy.; R. G. Straley, treas.; M. A. Chamber, vice-pres., chge. of mfg.; E. Johnson, works mgr.; A. A. Widmann, vice-pres., chge. of engrg.; Y. Ebersole, pur. agt.

NATIONAL MACHINE AND TOOL CO., 4077 Page ave., Jackson, Mich. Service tools. Morris Thorrez, pres.; Henry Thorrez, vice-pres.; Guy L. Baldwin, vice-pres., sales mgr.; Walter Michner, secy., treas. **Det. Rep.** — Cliff Johns, Lake Orion, Mich.

NATIONAL MACHINE WORKS, INC., 1800 S. Broadway, Oklahoma City, Okla. Drive shaft bushing and seal assemblies; transmission case ball seats; drive shaft housing repair kits; drive shaft housing repair units; special pinion bearing assemblies; coleman compensator kits and special engineering and manufacturing facilities for new machine products Theodore C. Gerner, pres., gen. mgr. and chief engr.; D. C. Johnson, vice-pres.; R. W. Losey, sales and adv. mgr.; Luther A. Harrison, order clerk. **Adv. Agcy.**—Galloway-Wallace, Graniff bldg., Oklahoma City, Okla. Hugh M. Wallace, acct. exec.

NATIONAL MALLEABLE & STEEL CASTING CO., 10600 Quincy ave., Cleveland 6, O. Cleve H. Pomeroy, pres., treas.; W. H. Moriarity, vice-pres., chge. of sales; S. C. Wasson, vice-pres., chge. of oprns.; H. L. Mausk, vice-pres., railway div. sales; E. H. Sherwood, asst. vice-pres., internatl. div.; A. E. Field, secy.; Mark M. Miller, asst. to pres., sales and mgr. of auto sales; L. A. Pomeroy jr., traf. mgr.; H. N. Whitmore, mgr., inspection; B. C. Yearley, mgr., research; W. M. Quayle, gen. pur. agt.; K. L. Selby, chief engr. **Adv. Agcy.**—Palm & Patterson, Inc., Fidelity bldg., Cleveland 14, O. T. King-Hedlinger, acct. exec.

NATIONAL MARKET REPORTS, INC., 900 South Wabash ave., Chicago 5, Ill. National used car and truck appraisals, manuals. W. E. Butler, pres.; C. E. Gambill, vice-pres., treas.; H. G. Hollingshead, secy.; O. H. Baehler, vice-pres., gen. mgr.; O. T. Butcher, sales mgr. **Adv. Agcy.**—Central Advertising Service, Chicago, Ill.

NATIONAL MOTOR BEARING CO., INC., Redwood City, Calif. Oil and grease seals, laminated shims, o-rings. L. A. Johnson, pres.; Milton Bulkeley, vice-pres. and gen. mgr.; D. O. Johnson, vice-pres.; H. K. Pohlman, vice-pres., dir. of mfg.; V. L. Peickii, vice- pres., dir. of engrg. and res.; P. Q. Wray jr., gen. sales mgr.; W. S. Forrest, sales mgr., OEM Div.; C. Vaughn, sales mgr., replacement div.; E. Mitchell, traf. mgr.; R. E. Wolcott, pur. agt. **Det. Reps.**—R. A. Fred Mills, mgr., R. Hudson, P. A. Smith, J. Austin, R. Gorman, 13836 Puritan ave. **Adv. Agcy.**—L. C. Cole Co., San Francisco, Calif. R. G. Orr, acct. exec.

NATIONAL PARTS CORP., 2111 S. Michigan ave., Chicago 16, Ill. Automobile replacement radiator grilles. H. A. Winkelman, pres., gen. mgr. and dir. of sales; R. V. Winkelman, secy.-treas., pur. agt.; L. P. Wolfman, asst. sales and adv. mgr.; T. Antonini, works mgr. **Det. Rep.**—Mel Knopf, 24350 Condon ave., Oak Park, Mich.

NATIONAL PLASTIC PRODUCTS CO., Odenton, Md. Saran fiber for seat coverings, welt for piping and soundproofing. Ephraim Winer, pres.; Lee Samler, tech. dir.; Francis V. Ulrich, dir. of sales; Roland J. Brown, sales mgr.; James Richards, adv. mgr.; Donald J. Anderson, dir. of pur. **Adv. Agcy.**—MacManus, John & Adams, 444 Madison ave., New York, N. Y. Gene Gramm, acct. exec.

NATIONAL PRODUCTS CORP., 290 Third st., Cambridge 42, Mass. Weatherproof connectors for spark plugs, ignition harness sets, special ignition products. Richard Wait, pres.; A. C. Kennel jr., treas.; A. Pickman, dir. of sales engrg. **Det. Rep.**—E. M. Eldredge, 5432 Cass ave. **Adv. Agcy.** — Ingalls-Minitor Co., 137 Newbury st., Boston.

NATIONAL RIVET AND MFG. CO., 21 E. Jefferson, Waupun, Wis. All types of rivets. A. G. Gibbons, pres., gen. mgr.; J. A. Zeratsky, vice-pres., wks. mgr.; A. W. Fairchild, secy.; H. C. Engelbracht, treas., traf. mgr.; E. J. Maitre, sales mgr.; J. P. Torres, adv. mgr.; H. Hanson, chief engr.; B. H. Bredeson, pur. agt. **Det. Rep.**—E. H. VanNorwick, 199 Pierce st., Birmingham, Mich. **Adv. Agcy.**—Kirkgasser-Drew, Chicago, Ill.

NATIONAL SALES TRAINERS, 549 W. Washington blvd., Chicago 6, Ill. Automotive sales training courses and clinics; inventory control systems, promotional planning, business analysis, publishers. Milton C. Veris, pres.; Byron C. Veris, secy.-treas.; W. K. Braasch, exec. advisor.

NATIONAL STEEL CORP., 2800 Grant bldg., Pittsburgh 19, Pa. Automobile spring steel, bumper steel, special rolled sections, cold drawn bars. E. T. Weir, chmn. of bd.; T. E. Millsop, pres.; Paul E. Shroads sr., vice-pres.; treas.; C. J. Klein, J. J. Munns, W. A. Murphy, A. C. Childs, vice-presidents; M. E. Arden, secy.; C. G. Tournay, compt. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich.

NATIONAL SYSTEM OF GARAGE VENTILATION, INC., 138 W. William st., Decatur, Ill. Underfloor and overhead exhaust removal equipment for automotive service shops. Frank M. Tenney, pres.; A. G. Towne, gen. mgr.; Frank M. Tenney, treas. **Adv. Agcy.**—Biddle Co., Bloomington, Ill. J. G. Reinhard, acct. exec.

NATIONAL TUBE DIV. (United States Steel Corp.), 525 William Penn pl., Pittsburgh 30, Pa. Seamless steel tubing, electric-welded tubing. J. E. Goble, pres.; W. F. McConnor, exec. vice-pres.; F. L. Wiegand jr., secy.; C. E. Magoon, treas.; H. J. Wallace, vice-pres., sales; W. J. McKee, sales mgr.; T. W. Gamble, adv. mgr.; L. V. Johnson, chief engr.; J. F. Dailey, pur. agt. **Det. Rep.**—J. G. Morrison, General Motors bldg., Detroit 2, Mich.

NATIONAL TWIST DRILL & TOOL CO., Rochester, Mich. Twist drills, reamers, counterbores, milling cutters, end mills, hobs, carbide, special tools. Howard L. McGregor jr., pres., gen. mgr.; E. J. Chamberlain, exec. vice-pres.; C. J. Oxford, engrg. vice-pres.; Allan Devine, secy.; J. W. Davidson, treas.; H. A. Mitzelfeld, mfg. vice-pres.; Wm. E. Atchley, sales mgr.; E. E. Sell, pur. agt. **Adv. Agcy.**—Holden, Chaplin, LeRue, Detroit, Mich. Dick Flint, acct. exec.

NEAPCO PRODUCTS, INC., South and Cross sts., Pottstown, Pa. Universal joints, chassis parts, machine work. R. E. Jeffries, pres.; E. B. Jenkins, treas.; Paul Mitchell, vice-pres., factory mgr. **Adv. Agcy.** — William D. Andes, Lancaster, Pa. John Wenger, acct. exec.

NEILSON CHEMICAL CO., 6564 Benson st., Detroit 7, Mich. Metalprep, galva prep. prep'n'cote prep-pik-l, lyfanite, phosteem alumiprep, emulsoprep. R. F. Neilson, gen. mgr.; H. N. Oleson, works mgr.; H. F. Neilson, sales mgr.; A. A. DiPaola, sales prom. mgr. **Det. Rep.**—John E. Pierce, 1850 Mansfield ave., Birmingham, Mich. **Adv. Agcy.** — Dudgeon, Taylor & Bruske, 7338 Woodward, Detroit 2, Mich.

NELSON ASSOCIATES, INC., 3114 Grand River ave., Detroit 8, Mich. Automotive merchandising and sales prom. Nelson McCarthy, pres.; Henry L. Despard, exec. vice-pres.; Mrs. A. O. Beattie, treas.; John L. Barrie, vice-pres., sales mgr.; Duncan Carter, mdse. dir.; E. D. Atkins, prod. mgr.; William E. Oberly, vice-pres., prod.; Jerry Malzahn, estimator. **Det. Reps.** — Thomas L. Ford, Wallace Davenport.

NEON PRODUCTS, INC., Neon ave., Lima, O. Plastilux outdoor signs, neon outdoor signs, specialine plastic indoor signs, advertising clocks, skelton signs, pylons. S. Kamin, pres.; M. Kamin, vice-pres.; J. Howenstine, secy.-treas.; Marvin Lubinsky, regional sales mgr.; Harold D. Schwartz, dir. of adv. and sales prom.; Art Mox, chief engr.; G. Querry, pur. agt.; W. Freel, traf. mgr.

NEW DEPARTURE DIV., General Motors Corp., Bristol, Conn. Ball bearings. Paul W. Rhame, gen. mgr.; Seth H. Stoner, gen. works mgr.; Robert T. Collins, gen. sales mgr.; Howard A. Offers, asst. gen. sales mgr.; L. A. Lanning, gen. pur. agt.; F. J. Garbarino, chief engr.; Harry W. Holdsworth, adv. mgr.; Henry L. Brophy, pub. rel. mgr. **Det. Rep.**—Lorne F. Lavery, mgr., 7-122 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—D. P. Brother & Co., Detroit. A. C. Cochrane, acct. exec.

NEW ENGLAND PRESSED STEEL CO., Washington ave., Natick, Mass. Automotive parts assemblies to customers' requirements; spark plug wrenches; metal stampings to order. W. H. Townsend, pres., treas.; J. H. Parmenter, vice-pres., gen. mgr.; H. Blumenthal, pur. agt. **Det. Rep.**—J. H. Needham, 9900 Freeland, Detroit.

NEW HAVEN CLOCK AN WATCH CO., 140 Hamilton st., New Haven 4, Conn. Automotive clocks, spring and electric alarms, and wall clocks, industrial timers. Seymour Ziff, pres.; Frederick A. Neumann, vice-pres.; Harold N. Grey, vice-pres.; Hyman L. Federman, sec.; John F. Sheehan, treas.; Louis Denegre, chief engr. **Det. Rep.**—Getsinger-Fox Co., 1417 Fisher bldg. **Adv. Agcy.**—Langeler-Orange, Conn.

NEW JERSEY ZINC CO., THE, 160 Front st., New York 38, N. Y. Zinc pigments, metals and alloys. R. L. McCann, pres.; C. H. George, exec. vice-pres.; R. G. Kenly, vice-pres.; Walter R. Anyan, secy.; Samuel Riker jr., treas.; W. C. Dunlap, pur. agt.; K. L. R. Baird, gen. traf. mgr. **Sales (The New Jersey Zinc Sales Co.):** R. G. Kenly, vice-pres.; F. W. Jones, asst. to the vice-pres.; G. F. A. Stutz, mgr. (pigment div.); E. H. Klein, mgr. (metal div.); R. Davison, mgr. (market development div.).

NEW PROCESS GEAR CORP., Executive offices: 500 Plum st., Syracuse, N. Y. Truck and tractor transmissions; differential assemblies; automatic spur; spiral, bevel, hypoid gears; universal joints; aviation gears. Joseph F. Kerigan, pres., gen. mgr.; A. E. Woonton, treas.; D. H.

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Brown, asst. gen. mgr.; H. S. Thurner, sales mgr.; J. L. Collins, asst. gen. mgr.; C. W. Pierson, dir. of pur.; C. N. Howard, pub. rel. officer; R. W. Wolfe, chief engr.

NEW YORK AIR BRAKE CO., 230 Park ave., New York 17, N. Y. Hydraulic pumps, fluid motors, valves, cylinders, liquid handling pumps, turbine, centrifugal gear types; vacuum pumps, industrial types. C. T. Zaoral, pres.; G. R. Merchant, secy.; F. W. Hewes, treas.; W. R. Lockridge, dir. marketing; T. Johnson, dir. engrg. **Det. Rep.**—Dudco Div., 1796 E. Nine Mile rd., Hazel Park, Mich. **Adv. Agcy.** — Humbert & Jones, New York, N. Y. K. Humbert, acct. exec.

NEWARK AUTO TOP CO., INC., 80 Central ave., Newark 2, N. J. Auto seat covers, carpets, seat cushions, convertible top assemblies, trunk kits. Lee and Alexander Seaman, partners; Arthur Fischman, gen. mgr.; Edward Grabowski, chief engr. **Adv. Agcy.**—Adolph Gottesman & Co., 1060 Broad st., Newark, N. J.

NEWARK LADDER & BRACKET CO., INC., Walnut & Central aves., Clark Twp., N. J. Auto-top carriers, wood and heavy-duty steel. Rubin Grant, pres.; Maurice Gilbert, vice-pres.; Harold Grant, secy.; Mel North, gen. mgr., sales mgr.; Sidney Zucker, works mgr.; Henry L. Neiblum, adv. mgr.

NEWHOUSE AUTOMOTIVE INDUSTRIES, 5805 E. Beverly blvd.; Los Angeles 22, Calif. Special auto parts for stock cars, high-compression heads, dual intake manifolds, mufflers, camshafts, racing equipment, dual-point auto ignitions, water injectors, racing engines, etc. Ernest J. Newhouse, pres.; E. H. Newhouse, vice-pres.; Donald L. Forrester, gen. mgr.; J. Ward, comptr.; John Merlino, plant mgr.; Howard Rodgers, sales mgr.; Louise Johnson, credit mgr. **Adv. Agcy.**—Vanderboom, Hunt & McNaughton, Inc., Los Angeles.

NIAGARA MFG. & DISTRIBUTING CORP., Adamsville, Pa. Carsage. O. K. Murphy, pres.; F. D. Patterson, vice-pres.; E. M. Murphy, sec.; R. E. Donegan, treas.; J. J. Luptak, adv. mgr. **Adv. Agcy.**—Walker & Downing, Oliver bldg., Pittsburgh, Pa.

NIBUR MFG. CO., INC., 20 W. 22nd st., New York 10, N. Y. Monograms, initials, key chains, auto emblems and automotive accessory items. Melvin Rinzler, pres.; Al D. Bobrow, secy. **Det. Rep.**—Service Sales Co., 14214 Superior rd., Cleveland 18, O.

NICHOLS & SON, 1994 Whitney ave., Hamden 17, Conn. License plate holder. John J. Nichols, pres. and vice-pres.; John R. Nichols, sales and gen. mgr.

NICHOLSON FILE CO., 23 Acorn st., Providence 1, R. I. File and rasps, rotary power files and burs. Paul C. Nicholson jr., pres., gen. mgr.; Stanley Livingston jr., vice-pres. operations; Charles E. Fogg, vice-pres. and secy.; Edmond A. Neal, vice-pres., domestic sales; R. Lindley Murray, treas.; George R. Ashbey, adv. mgr.

NIEHOFF & CO., C. E., 4925 W. Lawrence ave., Chicago 30, Ill. Ignition parts, hydraulic brake parts, testing equipment, hydraulic brake fluid. C. E. Niehoff, pres.; Fred Geyer, vice-pres., chge. of sales; E. R. Grant, vice-pres., chge. of prod.; M. A. Niehoff, secy.-treas.; C. E. Sanders, adv. mgr.; H. C. Fernstrom, pur. agt. **Adv. Agcy.**—C. Wendel Muench & Co., Chicago, Ill.

NORICK BROTHERS, 701-09 N.W. Fourth st., Oklahoma City 1, Okla. Standard accounting systems, auxiliary forms, parts purchase control systems, and supplies for retail automotive dealers. Henry Norick, gen. mgr.; James H. Norick, asst. mgr.; Fred H. Barlow, gen. sales mgr.; Roy Evans, adv. and sales prom. mgr.; Jack Rainbow, prod. mgr.; Mrs. Frances Lilly, credit mgr.; Mildred Gibson, office mgr.; W. B. Austin, chief accountant.

NORLIPP CO., 5909-5931 S. Lowe ave., Chicago 21, Ill. Car mirrors, gas caps, radiator caps, ornaments, lights, truck mirrors, reflectors, clearance lights, locking caps, bicycle mirrors, ornaments. A. C. Lippert, pres.; R. A. Lippert, vice-pres., sales mgr.; Charles Lindstrom, treas.; Richard Vernald, secy.; Robert Meyer, works mgr. and pur. agt.; Herb Hallen, traf. mgr. **Adv. Agcy.**—Schram Adv. Co., 22 W. Madison, Chicago, Ill.

NORMA-HOFFMAN BEARINGS CORP., Hamilton ave., Stamford, Conn. Precision ball, roller and thrust bearings. H. M. Day, pres.; D. E. Batesole (engrg.), vice-pres.; R. L. Miller, vice-pres., sales mgr. and adv. mgr., D. Lee, secy.-treas.; W. D. Anderson, works mgr.; R. V. Donnelly, asst. sales, and asst. adv. mgr.; P. W. Leak, asst. chief engr.; H. R. Beeson, pur. agt.; Claus H. Meyer, traf. mgr. **Det. Rep.**—M. B. Hawxhurst, 10239 Puritan ave., Detroit, Mich. **Adv. Agcy.**—Sutherland-Abbott, Boston, Mass. Jim LeTuckey, acct. exec.

NORTHERN ENGRAVING & MFG. CO., LaCrosse, Wis. Automotive dials, scuff plates, radiator emblems, instrument panels, glove doors, all decorated stampings, nameplates. C. D. Gelatt, pres., gen. mgr.; E. Niemeyer, vice-pres.; A. H. Zischke, vice-pres., sales mgr.; M. L. Crouse, treas.; B. E. Dellenbach, asst. sales mgr.; R. Gilles, works mgr.; J. I. McCauley, chief engr.; T. P. Dalzell, secy., pur. agt.; E. Bates, asst. **Det. Rep.**—B. Finn, 10523 Puritan ave., Detroit 38, Mich.

NORTON CO., 1 New Bond st., Worcester 6, Mass. Abrasives, grinding wheels, grinding machines, refractories, Norbide boron carbide products, encapsulating machines, lapping machines, non-slip flooring. Milton P. Higgins, pres.; Ralph F. Gow, exec. vice-pres.; R. Prouty, secy.; E. E. McConnell, treas.; Andrew B. Holmstrom (abrasive div.), E. M. Hicks, (machine div.), gen. mgrs.; F. G. Gifford (wheel plants), J. Jeppson (abrasive div.), H. T. Price (machine div.), works mgrs.; R. M. Johnson, vice-pres., chge. of sales; F. L. Curtis (new products), G. A. Park (abrasives), D. L. Price (grinding wheels), R. D. Lawson (machine div.), H. T. Pierpont jr. (refractories div.), sales mgrs.; C. L. Shaw, adv. mgr.; R. A. Reed, asst. adv. mgr.; G. D. Seguin, pur. agt.; H. H. Anderson, asst. pur. agt.; J. D. Dawson, traf. mgr.; E. B. Knowlton, pub. rel. mgr. **Det. Rep.**—W. A. Russell (Abr. div.); C. L. Smith, Mach. div., 5805 Lincoln ave., Detroit 8. **Adv. Agcy.**—J. W. Odlin Co., Worcester, Mass. J. W. Odlin, acct. exec. James T. Chirurg Co., Boston. J. J. Slein, acct. exec.

NOVI EQUIPMENT CO., 25460 Novi rd., Novi, Mich. Automotive air conditioners, auto heaters, governors—mechanical and hydraulic for industrial and auto use, and also for air planes, pistons (machining), radiator fans and crankshaft pulleys, accelerator shaft assemblies. Lewis W. Welch, pres.; C. J. Seaver, exec. vice-pres., gen. mgr.; R. M. Hoffman, secy.-treas.; M. A. Mieras, vice-pres., engrg.; J. R. McRobert, works mgr.; A. Millington, chief engr.; H. G. Adler, chief engr., gov. div.; E. O. Whittington, prod. pur. agt.; J. J. Gaffney, non-prod. pur. agt.; L. Maltby, traf. mgr. **Adv. Agcy.**—Simon and Gwynn, 3329 Popular ave., Memphis, Tenn.

NUDAY CO., THE, 17510 Wyoming, Detroit 21, Mich. Automobile wheel alignment testing equipment. **Adv. Agcy.** — Brown Art Corp., Detroit, Mich.

NUFFIELD EXPORTS, LTD., Cowley, Oxford, England. Morris, MG, Riley and Wolseley cars. Sir Leonard Lord, K.B.E., chmn.; J. R. Woodcock, vice-chmn., W. Hobbs, secy.; J. W. Malone, dir. and mgr.; J. E. Atkins, works mgr.; L. A. Beare, dir. and sales mgr.; R. A. Bishop, adv. pub. rel. mgr.; J. T. Black, serv. mgr.; J. E. Atkins, works mgr. **Adv. Agcy.**—Dorland Advertising Ltd., London, England.

NU ORM PLANS, INC., 1015 S. La Cienega blvd., Los Angeles 35, Calif. A plan of sales development, and customer relations program. Ruth M. Ormsby, pres.; A. Z. Davis, vice-pres.

NU-WAY WHITEWALL, 1797 W. Adams blvd., Los Angeles 18, Calif. Nu-Way whitewall, whitewall conversion kit. Maurice H. Kraines, pres.; Donald E. Hirsch, gen. mgr. **Adv. Agcy.**—W. Hunt & Assoc., Los Angeles, Calif.

NU-WIPE—LACQUERWAX, INC., 57 N. Washington, Plainville, Conn. Wiping tissue, tar remover, liquid wax, cleaner. Charles B. Webster, pres., sales mgr.; Mrs. Ann P. Webster, vice-pres.; Elwyn L. Edwards, treas. **Det. Rep.**—Sherman C. Parker, 114 Bradley st., Romeo, Mich.

NYLEN PRODUCTS, INC., U. S. 12, Bridgman, Mich. Grey iron pistons, aluminum pistons, piston pins, cylinder sleeves, sleeve assemblies. John A. Nylen, founder; Martin J. Tretheway, pres., gen. mgr.; Paul Auringer, vice-pres., plant engr.; Richard Brown, secy.-treas.; Donald L. Lawrick, office mgr., pur. agt.; William A. Aldred, eastern regional sales mgr.; Glenn B. Parren, midwest regional sales mgr.; R. Wayne Funderburg, western regional sales mgr. **Det. Rep.**—Glenn B. Parren, U. S. 12, Bridgman, Mich. **Adv. Agcy.**—Mayard Sales & Adv. Counsel, Benton Harbor, Mich.

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O. E. M. PRODUCTS CO., 5651 N. Ashland ave., Chicago 26, Ill. Metal brake lines, spark plug wrenches, garage exhaust removal system adapters and fittings. Robert C. Banderson, pres.; Sam Gale, gen. mgr. **Adv. Agcy.**—Burlingame-Grossman, Chicago, Ill. Morrie Harvis, acct. exec.

O & S BEARING & MFG. CO., plant and general offices—777 West Eight Mile rd., Whitmore Lake, Mich. Self lubricating bearings, bushings, tie rod ends, and leaf spring inserts. Special non-ferrous stampings, distributor inserts, radiator hardware. Newton Skillman, pres.; Newton Skillman jr., vice-pres. and gen. mgr.; Thomas C. Evans jr., secy.-treas.; Fred R. Smith, sales mgr.; Axel W. Kogstrom, chief engr.; T. C. Evans jr., pur. agt. **Det. Rep.**—Januarius A. Mullen jr. **Adv. Agcy.**—Rolfe C. Spinning Co., Detroit, Mich. C. Pinneau, acct. exec.

OAKITE PRODUCTS, INC., 19 Rector st., New York 6, N. Y. Cleaning materials for carburetor, engine, chassis; compounds for crankcase sludge removing, radiator cleaning, rust preventing, rust removing, scale removing, paint stripping; solvent cleaning materials for oil, carbon and grease removing; steam cleaning equipment and materials. J. A. Carter, pres.; D. S. Ball, 1st vice-pres.; H. Liggett Gray, 2nd vice-pres.; E. Lingle, vice-pres.; F. L. Oldroyd, vice-pres. and gen. sales mgr.; V. D. Smith, vice-pres.; James Beckett, treas.; J. J. Basch, res. and prod. dev. mgr.; G. M. Seib, secy.; Stanley M. Remlein, pur. agt. **Det. Rep.**—T. R. Smith, 8-237 General Motors bldg., Detroit 2. **Adv. Agcy.** — Marsteller, Rickard, Gebhardt and Reed, Inc., New York 16, N. Y. E. C. Mayer, acct. exec.

OAKMAN MFG. CO., 6600 E. Nine Mile rd., Van Dyke, Mich. Metal stampings, bumper guards, plated products. Harry Freedland, pres.; Nathan Freedland, exec. vice-pres.; Max E. Derin, vice-pres.; Charles N. Shere, secy.; Leonard Tierman, treas.; Edward Figel, oper. mgr.; Edward R. Shonberg, pub. rel.

OFFENHAUSER EQUIPMENT CORP., 5156 Alhambra ave., Los Angeles 32, Calif. Manufacturer and distributor of automotive power equipment. Fred C. Offenhauser, pres.; James W. Ayles, sales mgr.; Carl Offenhauser, chief engr. **Det. Rep.**—Factory direct.

OHIO PISTON CO., 5340 Hamilton ave., Cleveland 14, O. Pistons, piston pins, cylinder sleeves, cylinder sleeve assemblies. K. McKinley Smith, pres.; E. Gough, treas.; Charles F. Buker, replacement sales mgr.; W. K. Sidley, vice-pres.; C. J. Winter, replacement parts prod. mgr.; Leo Gravelle, independent parts prod. mgr.; W. B. MacDowell, pur. agt. **Det. Rep.**—Lou Stafford, 1038 Malcom rd., Toledo, O.

OHIO RUBBER CO., a Div. of Eagle Picher Co., Willoughby, O. Rubber and synthetic to metal adhesion parts; molded and extruded rubber parts; automotive floor mats, step plates, motor mounts, tank track, etc. H. F. Safford, pres.; M. J. Marsh, exec. vice-pres.; R. A. Mertz, vice-pres., mfg.; K. N. Carter, vice-pres., gen. sales; R. Dean Thomas, vice-pres., mgr. Calif. plant; Cyril J. Edwards, vice-pres., automotive sales; A. B. Bourquard, treas.; S. A. Edgell, contr.; Roland Fisch, plant mgr.; H. W. Schultz, products engr.; R. C. Kremer, fact. mgr.; T. C. Pearson, traf. mgr.; J. D. Clements, pur. agt.; E. H. Witt, pub. rel. mgr.

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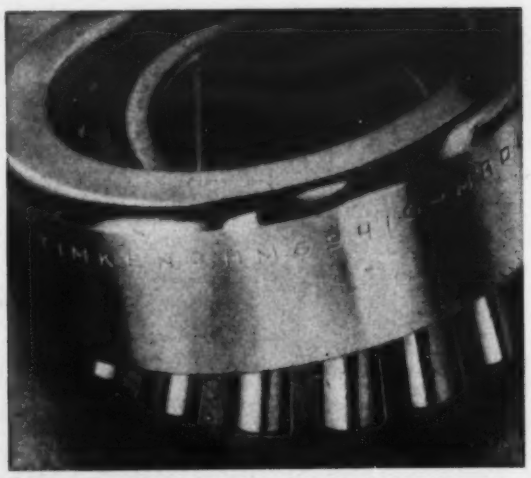
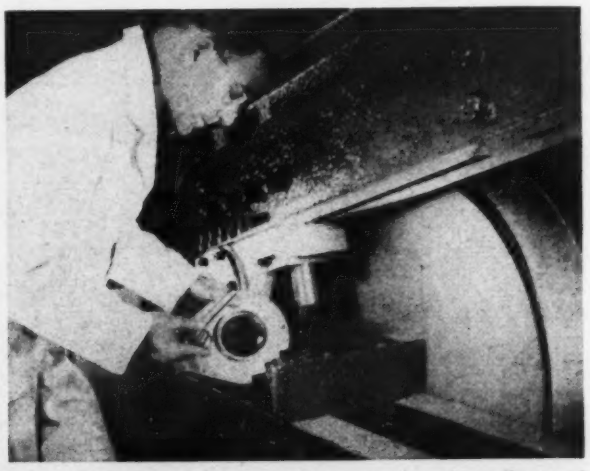


WHENEVER YOU SEE the number HM89410 on the cup—and HM89446 on the cone—you're sure the tapered roller bearing is a certain size commonly used on pinions. But when you also see the trademark "Timken", you can feel it's your lucky number. You're getting *extra* quality and service.

QUALITY CONTROL YOU CAN'T GET ELSEWHERE. To control Timken® bearing quality every step of the way, we make our own steel, America's only bearing manufacturer that does. And we make it nickel-rich for superior toughness.

THIS IS YOUR LUCKY NUMBER

HER JOB IS NEAR PERFECTION. She uses this machine to measure bore size and roundness of Timken bearing cones in ten-thousandths of an inch. Cones are then sorted into sub-sizes by O. D. and matched with rollers that have also been sub-sized. It's this precision manufacture that pays off in longer life, less maintenance.



WHAT'S AHEAD? This machine studies the effects of vibration on bearings. It's part of our program to make bearings last even longer. When you specify a bearing number, always specify "Timken", too. And for *full* value, always use a Timken bearing cone with a Timken bearing cup. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".

TIMKEN is number 1 for VALUE

TRADE-MARK REG. U. S. PAT. OFF.

NOT JUST A BALL ○ NOT JUST A ROLLER ▭ THE TIMKEN TAPERED ROLLER ▭ BEARING TAKES RADIAL AND THRUST LOADS OR ANY COMBINATION

Who's Who in the Auto Industry

(Continued from Page 256)

Det. Rep.—C. J. Edwards, vice-pres., 2210 Fisher bldg., Detroit 2, **Adv. Agcy.**—G. M. Basford Co., Cleveland, O. G. P. Kurtz, acct. exec.

OIL-DRI CORP. OF AMERICA, 520 N. Michigan ave., Chicago 11, Ill. Manufacturers of Oil-Dri absorbents and Oil-Dri Non-Slip paint. Nick Jaffee, pres.; Leo P. Jaffee, treas.; Woodrow A. Jaffee, sales Mgr.; A. L. Swerdlik, gen. mgr. **Adv. Agcy.**—Burlingame and Grossman, Chicago, Ill. Sam Grossman, acct. exec.

OILGEAR CO., 1560 W. Pierce st., Milwaukee 4, Wis. Fluid power pumps, motors, transmissions, cylinders, valves, accessories. W. G. Prasse, pres.; R. D. Pakenham, secy. and treas.; H. Seifert, works mgr.; F. G. Kuhagen, vice-pres. and sales mgr.; H. L. Crull, asst. sales mgr.; M. E. Engebretson, adv. mgr.; Ernst Wiedman, chief engr.; Harold Jungbluth, pur. agt.; L. Flannery, traf. mgr. **Det. Rep.** — Clarence Paneitz, 10600 Puritan ave. **Adv. Agcy.**—Kirkgasser-Drew, Chicago, Ill. L. A. Drew, acct. exec.

OLD REPUBLIC LIFE INSURANCE CO., 307 North Michigan ave., Chicago 1, Ill. Credit life, accident and health insurance. James H. Jarrell, pres.; Arthur J. Cade, exec. vice-pres. and sales mgr.; C. M. McNeill, secy.-treas.; W. K. Poulsom, asst. secy.-treas. and actuary. **Adv. Agcy.**—L. W. Ramsey Co., 230 North Michigan ave., Chicago 1, Ill. Carl J. Dueser, acct. exec.

OLDBERG MFG. CO., 620 7th st., Grand Haven, Mich. Exhaust mufflers. E. R. Hoover, pres., gen. mgr.; C. W. Kitzinger, vice-pres., asst. gen. mgr.; Floyd E. Deremer, vice-pres.; Frank Coburn, secy.; Ralph G. Rule, treas.; Victor D. Zvoleff, works mgr.; Hazen S. Carson, dir. of pur.; T. E. Hoover, sales mgr.; Floyd E. Deremer, chief engr.; L. F. Kent, pur. agt.; E. Marod, traf. mgr. **Det. Rep.**—T. E. Hoover.

OLDSMOBILE DIV., General Motors Corp., Townsend st., Lansing 21, Mich. Passenger cars, replacement parts. J. F. Wolfram, gen. mgr. of Oldsmobile Div. and vice-pres. of General Motors Corp.; L. F. Carlson, gen. mdse. mgr.; E. W. Schuon, div. comptr.; R. T. Rollis, gen. mfg. mgr.; G. R. Jones, gen. sales mgr.; V. H. Sutherlen, asst. sales mgr.; B. N. Barber, asst. sales mgr.; J. J. Dobbs, exec. asst. to gen. sales mgr.; W. J. Buxton, gen. serv. mgr.; J. H. Handley, parts and acc. mgr.; H. N. Metzel, chief engr.; A. E. Goossen, dir. of pur.; H. J. Hidlay, pur. agt.; A. S. Corwin, traf. mgr.; M. J. Seaton, sales prom. mgr.; L. F. Carlson, adv. mgr. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. Val Corradi, acct. exec.

OLIN MATHIESON CHEMICAL CORP., Automotive Products, 10 Light st., Baltimore 3, Md. Puritan brake fluids; penetrant; flushing fluid; shock and jack oil and gasket seals. Super Pyro antifreeze and private label brake fluid and anti-freezes. W. A. King, mgr., automotive prods.; J. E. Moore, sales mgr., jobber accts.; B. A. Bannon jr., asst. to sales mgr.; J. D. Ryan, field sales mgr.; W. E. Barr, field sales mgr.

OLSON CORP., J. B. E., 1740 Broadway, New York 19, N. Y. Aluminum delivery truck bodies and aluminum van panel bodies. Wallace B. Spielman, pres.; Herbert H. Spielman, vice-pres. in chge. of sales; Edward J. Scherer, secy.; Edgar Parker, adv. and sales prom. mgr.; A. Miller, parts mgr. **Det. Rep.**—J. John Smith, Detroit 2, Mich. **Adv. Agcy.**—Philip I. Ross, 38 East 57 st., New York City.

OLSON CO., INC., ROBERT E., Motaloy Mfg. Corp., So. Texas bldg., San Antonio 5, Texas. Motaloy engine reconditioner. Robert E. Olson, pres.; J. W. Dorgan, secy.; Natalie Thaddeus, traf. mgr. **Adv. Agcy.** — Glenn Advertising, Inc., San Antonio, Texas. Mr. Slick, acct. exec.

ONEIDA PRODUCTS, Div. Henney Motor Co., Inc., Canastota, N. Y. Bus bodies, sheet and metal work. C. Russell Feldmann, pres.; C. W. Trout, vice-pres., sales and adv. mgr.; Joseph V. McKee jr., secy.-treas.; D. E. Burns, asst. treas.; P. A. Thrasher, vice-pres. and gen. mgr.; Harold R. Turner, chief engr.; B. H. Crowell, pur. agt.; Darby Jones, asst. pur. agt.

ORRVILLE BODY CO., W. Pine st., Orrville, O. Truck, crane, grader, crane carrier cabs, and sheet metal parts. John A. LeChot, pres., treas.; Wallace G. Vetter, vice-pres., secy. and gen. mgr.; R. D. Hoffman, chief engr.; Robert Shearer, pur. agt.; William Taylor, parts and acc. mgr.; Donald Musser, traf. mgr.; Ed. Kraft, pub. rel. mgr.

ORRVILLE METAL SPECIALTY CO., 1330 N. Main st., Orrville, O. Truck, road machinery and truck sleeper cabs, sheet metal assemblies. Julius Fejes, pres.; John C. Halloran, vice-pres.; Harold C. Krope, secy.; Robert C. Seiwert, treas., sales mgr.; Dwight Bowers, works mgr.; Roger H. Berkey, chief engr.; R. H. Bender, pur. agt.; Merl Haley, traf. mgr. **Det. Rep.**—M. S. Owens, 835 Harcourt dr., Grosse Pointe.

ORSCHELN BRAKE LEVER MANUFACTURING CO., 339 N. Williams, Moberly, Mo. Emergency brake levers. W. C. Orscheln, pres.; E. J. Orscheln, vice-pres.; E. G. Orscheln, secy.-treas.; W. T. Goon, works mgr.; Charles M. Hirst jr., exec. engr.; H. G. Brown, asst. chief engr.

OSBORN MANUFACTURING CO. (Brush Div.), 5401 Hamilton ave., Cleveland 14, O. Industrial brushes and brushing machines. Norman F. Smith, pres.; E. V. Dowden, vice-pres. and mgr. brush div.; E. L. Andrews, secy.; J. P. Gaeth, treas.; E. A. Sisson, sales mgr.; H. L. Burton, asst. sales; R. M. West, adv. and sales prom. mgr.; R. L. Maher, sales serv. mgr.; R. O. Peterson, mgr. tech. dept.; S. J. Futty, pur. agt.; K. B. Dalton, traf. mgr. **Det. Sales Office**—10701 W. McNichols rd., Detroit 21, Mich. **Adv. Agcy.**—Griswold-Eshleman Co., Terminal Tower, Cleveland 13, O. W. J. Pelich, acct. exec.

OSBORN MANUFACTURING CO. (Machine Div.), 5401 Hamilton ave., Cleveland 14, O. Foundry molding machines and equipment. Norman F. Smith, pres.; Leon F. Miller, vice-pres.; E. L. Andrews, secy.; J. P. Gaeth, treas.; E. J. Texler, asst. sales; R. M. West, adv. and sales prom. mgr.; S. J. Futty, pur. agt.; K. B. Dalton, traf. mgr. **Det. Sales Office**—10701 W. McNichols rd., Detroit 21, Mich. **Adv. Agcy.** — Griswold-Eshleman Co., Terminal Tower, Cleveland 13, O. W. J. Pelich, acct. exec.

OTIS ELEVATOR CO., 260 Eleventh ave., New York 1, N. Y. Passenger elevators, freight elevators, moving stairs (escalators), elevator entrances, electric dumbwaiters, hoists. LeRoy A. Petersen, pres.; Fayette S. Dunn, secy.; H. R. Fardwell, treas.; E. W. Hines, vice-pres., chge. of sales; Donald Shannon, adv. and pub. rel. mgr.; J. F. Lawson, serv. mgr.; A. W. Paulson, chief engr.; S. P. Collins, pur. agt.; M. J. Cavanagh, pass. traf. mgr. **Det. Rep.**—V. G. Hahn, 950 W. Fort st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., 60 E. 42nd st., New York 17, N. Y. J. C. Snape, vice-pres., acct. exec.

OUIMET STAY & LEATHER CO., 31 Monument st., Brockton 64, Mass. Fender welt, wireon, hidem, cord welt, gimp, bias binding. Emil R. Ouimet, treas.; E. Allan Stuart, gen. mgr.

OVERHEAD HEATERS, INC., 1612 Book bldg., Detroit 26, Mich. Overhead oil-fired heaters for space heating garages, warehouses, industrial plants, service stations. T. E. Trese, pres. and gen. mgr.; A. J. Schuttie, secy.; N. E. Trese, vice-pres. and treas.; L. J. Perron, asst. gen. mgr. **Adv. Agcy.**—E. C. Watkins & Co., Detroit, Mich. E. C. Watkins, acct. exec.

OWATONNA TOOL CO., 348 N. Cedar st., Owatonna, Minn. A. R. Kaplan, pres.; R. R. Barnard, secy.; Robert Allyn, gen. sales mgr.; John Mullenmeister, ind. sales mgr.; J. P. Heihn, adv. mgr.; D. J. Kaplan, chief engr.; C. P. Kaplan, pur. agt.

OWENS-CORNING FIBERGLAS CORP., National Bank bldg., Toledo 1, O. Fibrous glass thermal and acoustical insulations, fiberglass re-enforced plastics, fibrous glass textile products, fibrous glass mat products, fibrous glass molded products. Harold Boeschenstein, pres.; W. P. Zimmerman, exec. vice-pres.; J. M. Briley, vice-pres. and gen. mgr. of General Prod. Div.; Games Slayter, vice-pres., research; J. H. Thomas, vice-pres. and gen. mgr.; W. M. Keller, vice-pres., sales mgr. (Textile Prod. Div.), 16 E. 56th st., New York, N. Y.; L. R. Kesseler, vice-pres. and gen. mgr. (Pacific Coast Div.); B. E. Boyd, vice-pres. mfg.; H. R. Winkle, vice-pres. and treas.; Ben S. Wright, vice-pres. pur. and trade rel.; C. G. Staelin, secy.; E. W. Smith, vice-pres., Central Sales Mgr.; E. J. Detgen, vice-pres., gen. sales mgr.; P. J. Fluge, adv. and prom. mgr.; W. J. Stroud, mgr. transp. sales; G. K. Hammond, mgr. auto. sales; Wm. Boeschenstein, Detroit branch mgr. **Det. Reps.**—H. T. Cusic, S. G. Rae, T. J. Fairhurst. **Adv. Agcy.**—McCann-Erickson, Inc., New York. F. Anderson, acct. exec.

OWOSSO MFG. CO., Div. of The Mitchell-Bentley Corp., 108 N. Chipman st., Owosso, Mich. Automotive trim, automotive bodies. Don R. Mitchell, pres.; Calvin P. Bentley, chmn. of bd.; Wm. F. Mitchell, vice-pres.; H. Kirk White, vice-pres.; James G. Kennedy, gen. mgr.; Dale Pond, per. mgr. **Adv. Agcy.** — Brindley-Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

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P & C TOOL CO., P. O. Box 5926, Milwaukee Branch, Portland 22, Ore. Mechanics hand tools. J. Earl Jones chmn. of bd.; B. H. McClain, pres.; A. L. Platky, sales mgr.; C. W. Geist, treas.; A. Jensen, works mgr.; Wm. Van Hoose, chief engr. **Adv. Agcy.**—Pacific National Advertising Agency, Portland, Ore. George Griffis, acct. exec.

P & D MFG. CO., INC., 1902 Steinway st., Long Island City 5, N. Y. Ignition replacement parts, coils, voltage regulators, distributors and fuel pumps. Peter Piffath, pres.; Ralph Piffath, vice-pres.; Gerald Piffath, secy.; Berthold Danziger, treas.; C. S. Rogers, gen. mgr.; David Wolkov, chief engr.; Peter Putz, asst. sales mgr. **Adv. Agcy.**—LaPorte and Austin, New York, N. Y.

P & G MANUFACTURING CO., 305 N. E. Russell st., Portland 12, Ore. P & G valve-gappers for gas and diesel engines; P & G Cam-Chek-instrument for quick positive measurement of cam lift or wear. John K. Paulson, pres.; H. Gordon Green, vice-pres., pub. rel. mgr.; Paul O'Connor, secy.; Dewey Campbell, chief engr.; Bob Groshart, gen. mgr.; A. T. Schutz, sales mgr.; Virgil Burghard, traf. mgr.; Bob Greenlee, adv. mgr.; C. Healy, pur. agt. **Det. Rep.**—Edward E. Walter, 16950 Buckingham, Birmingham, Mich. **Adv. Agcy.**—Carvel Nelson & Powell Advertising, Portland, Ore. Irvin H. Walsh, acct. exec.

P. O. B. MFG. CO., INC., 3215 Colerain ave., Cincinnati 25, O. Sealing compound, rubber cements. Joseph A. Gutting, vice-pres. and gen. mgr. **Det. Rep.**—R. Grey Firth, 22285 Michigan ave., Dearborn 7, Mich.

PAASCHE AIRBRUSH CO., (Div. of Cline Electric Mfg. Co.), 1909 West Diversey pkwy., Chicago 14, Ill. Spray guns, booths, spray painting equipment, air-compressors, airpainting units, automatic lubricating systems. W. G. Earle, pres., gen. mgr.; P. Benke, vice-pres., asst. gen. mgr. secy.; E. H. Hanson, asst. sales mgr.; W. A. Sharman, contr.; H. J. Pedersen, adv. mgr.; E. W. Berg, chief engr.; L. R. Stensland, pur. agt.; B. Hadala, asst. pur. agt. **Det. Rep.**—J. Ebert, 4470 Cass ave., Detroit 1, Mich.

PACE CORP., 7047 E. 8 Mile rd., Base Line, Mich. Metal stampings, welding and assembly, automatic screw machinery. L. C. Pace, pres., treas. and gen. mgr.; D. O. Corey, vice-pres., works mgr.; H. R. Ford, sales mgr.; Chas. Jayne, chief engr.; J. Hunter, pur. agt.

PACIFIC FINANCE CORP., 621 S. Hope st., Los Angeles 17, Calif. Automobile financing, personal loans, multiple lines insurance. Maxwell C. King, pres.; G. A. Bigley, exec. vice-pres.; A. M. DeLauney, exec. vice-pres.; B. C. Reynolds, vice-pres., secy.; E. A. Smith, vice-pres. and treas.; Elliott Taylor, vice-pres. and asst. to pres.

PACIFIC LUBRICANTS CO., 5807 E. Beverly blvd., Los Angeles, Calif. Industrial molybdenum oils and greases. Ernest J. Newhouse, pres.; Don F. Forrester, gen.

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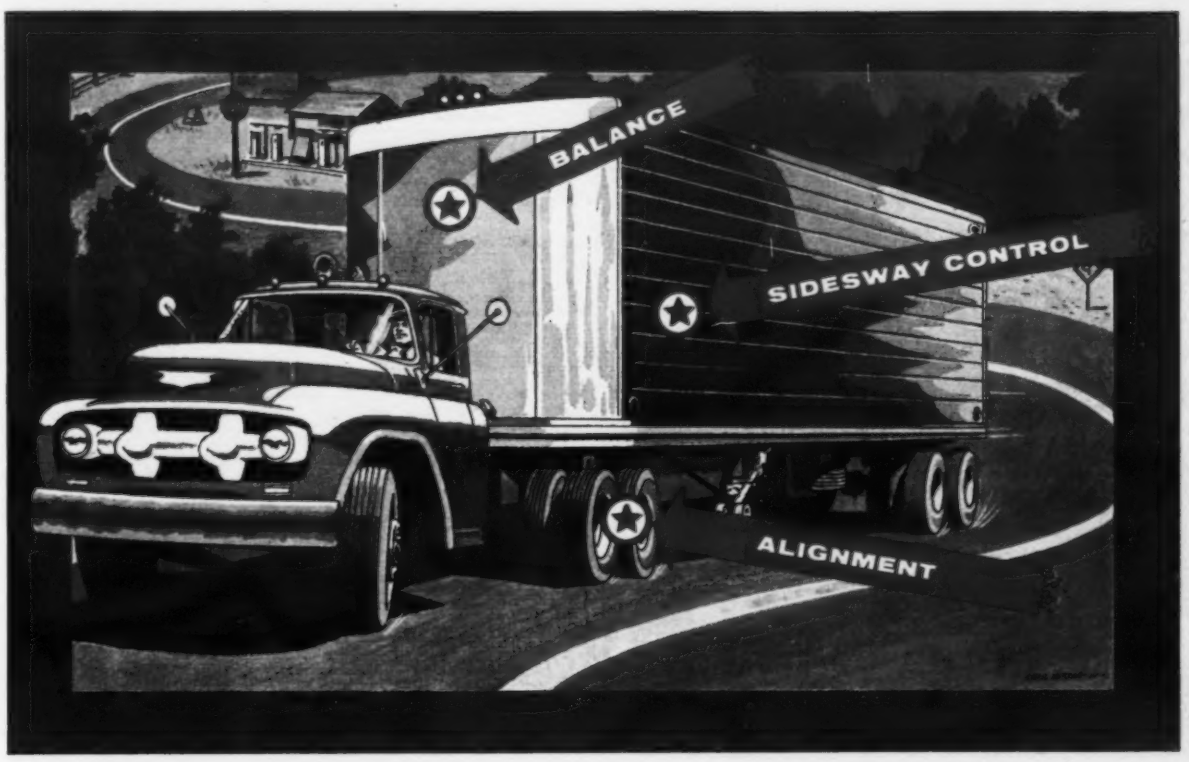

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mgr.; Bobbie O'Boyle, secy.; Jewel Ward, treas.; John Merlino, pur. agt.; Walter Wall, works mgr.; John Beach, sales mgr. **Det. Rep.**—Gene Lemke, 484 Fordham pkwy., Bay Village, O. **Adv. Agcy.**—Vanderboom, Hunt and McNaughton, Inc., Los Angeles.

PACIFIC MILLS AUTO FABRICS, Div. of Pacific Mills Domestics Corp., 1430 Broadway, New York 18, N. Y. M. G. Gay, vice-pres.; R. S. Bunting, mgr. **Det. Rep.**—Nelson A. Butler, 408 Fisher bldg.

PACKARD CLIPPER DIV., Studebaker-Packard Corp., 1580 East Grand blvd., Detroit, Mich. R. P. Laughna, vice-pres. and gen. mgr.; D. R. Stuart, gen. sales mgr.; D. M. Norton, Industrial rel. mgr.; G. F. Bluth, gen. mfg. mgr.; J. W. Hussey, div. contr.; H. L. Misch, chief engr.; D. B. Whitfield, asst. gen. sales mgr. field oprn.; E. B. Rebhan, asst. gen. sales mgr. merch.; J. A. Connor, sales prom. mgr.; R. H. Schroeder, dealer dev. mgr.; L. A. Fieener, Central sales mgr.; A. Marzelli, Eastern sales mgr.; L. Spencer, Western sales mgr.; A. C. Campbell, mgr. engine and tran. plant; C. Marquardt, mgr. Packard-Clipper assembly plant; H. J. Kramer, mgr. trim and parts mfg. plant; B. F. Thomas, mgr., pub. rel.; A. F. Remington, adv. mgr. **Adv. Agcy.**—Ruthrauff and Ryan, Detroit, Mich.

PACKARD ELECTRIC DIV., General Motors Corp., Warren, O. B. N. MacGregor, gen. mgr.; C. C. Rigsby, fact. mgr.; R. J. Montgomery, gen. sales mgr.; C. B. Hamilton, Detroit dist. mgr. (equipment); R. W. Henry, Chicago dist. mgr. (equipment); L. H. Huber, western dist. mgr. (equipment); O. L. Hamilton, adv. mgr. and replacement sales suprv.; L. C. Wolcott, chief engr.; D. E. Tritten, procurement mgr. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich. Craig Miller, acct. exec.

PALM FECHTELER & CO., 85 Maple st. Weehawken, N. J. Decalcomania. Alphonse Bihr, chmn. of bd.; Edwin G. Mettler, pres. and works mgr.; Wm. G. F. Botzow, vice-pres. and secy.; Angelo Perangelo, treas. **Det. Rep.** — Matthew Batus, 21 East Van Buren st., Chicago 5, Ill.

PALMER-BEE CO., Executive Offices: Opdyke rd. and G.T.R.R., Bloomfield Hills, Mich. Manufacturing Facilities: Hamtramck and Maryaville, Mich. Conveyor systems and allied equipment, Beehive automated storage systems, power transmitting machinery, structural and plate fabrication. George A. Bee, pres. and gen. mgr.; George R. Kew, exec. vice-pres.; W. C. Bee, in chge. of Beehive storage systems sales; A. J. Leckie, in chge. of prod. sales; D. N. Sweeney, secy.; E. C. Temple, asst. treas.; Carl J. Kocis, comptr.; Dean V. Brown, in chge. of mfg.; E. O. Meimer, chief conveyor engr.; Wesley M. Maxted, asst. chief conveyor engr.; R. J. Hanson, chief constr. and structural engr.; A. T. Stewart, procurement; H. J. McIntyre, planning, scheduling and material control.

PALNUT CO., 61 Glen rd., Mountainside, N. J. Lock nuts, fasteners. J. R. Hotchkin, pres.; E. L. Johnson, sales mgr. and adv. mgr. **Det. Rep.**—Wm. R. Donaldson, 730 W. Eight Mile rd., Detroit.

PANTASOTE CO., 26 Jefferson st., Passaic, N. J. Coated fabrics, unsupported vinyl film, plastic wall covering material. Hans Wyman, pres.; Messrs. C. A. Wyman, H. W. Wyman, John D. Foley, vice-presidents; J. Scholer, secy.-treas.; John D. Foley, works mgr.; S. D. Maloney, sales mgr.; R. A. Johnson, chief engr.; E. D. Randall and J. F. Cutschalk, pur. agt.

PARAMOUNT FABRICATING CO., 1644 W. Lafayette, Detroit 16. Body hardware, hinges. John C. Griffin, pres. and gen. mgr.; E. Frye, secy.; Merle A. Knight, prod. mgr.; Clare A. Jakeway, treas.; Howard M. Davidson, sales mgr.

PARISH PRESSED STEEL DIV. of Dana Corp., Reading, Pa. Passenger car and truck frames, truck side rails, farm machinery, railroad car, heavy and light misc. stampings, heavy welded assemblies. H. B. Bartlett, gen. mgr.; O. G. Carner, asst. secy.; S. L. Whitehall, sales mgr.; M. L. Fox, chief engr.; J. B. Marquette, dir. of pur. **Adv. Agcy.**—Beaumont, Heller & Sperling, Inc., Reading, Pa.

PARK CHEMICAL CO., 8074 Military ave., Detroit 4, Mich. Automotive chemicals and polishing products. W. P. Woodside jr., pres.; P. H. Kramer, vice-pres.; H. D. Kitchen, secy-treas.; C. R. Foreman, gen. sales mgr.; C. M. Compher jr., sales mgr. auto chemical div. **Adv. Agcy.** — Marvin Hahn Adv., Detroit, Mich. Marvin Hahn, acct. exec.

PARKER APPLIANCE CO., 17325 Euclid ave., Cleveland, O. Tube and hose fittings, synthetic rubber o-rings, custom molded rubber parts, hydraulic valves and accumulators. S. B. Taylor, pres. and gen. mgr.; R. W. Cornell, vice-pres. of mfg.; F. E. Buescher, secy.; H. C. Cogan, treas.; D. W. Holmes, vice-pres. of sales; D. A. Cameron, gen. sales mgr.; S. E. Voran, adv., pub. rel. and sales prom. mgr.; Paul Kozak, asst.; R. H. Davies, vice-pres. of engrg.; H. H. Krause, pur. agt. **Det. Reps.**—R. G. Miller, 963 Floyd rd., Birmingham, Mich. and F. A. Depatie, 32216 Taryeton ave., Franklin Knolls, Farmington, Mich. (Rubber Products). **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, O. John McKinven, acct. exec.

PARKER-KALON DIV., General American Transportation Corp., Clifton, N. J. Selftapping screws, socket screws, screwnails, masonry nails, wing nuts. Louis Goldburg, pres.; Eli Ogulnick, gen. mgr.; Harold Rosenberg, works mgr.; S. S. Kahn, gen. sales mgr.; Harold Elfenbein, mktg. and adv. mgr.; C. J. Geis, sales prom. mgr.; Louis Lovisek, chief engr.; Robert Tulin, pur. agt.; Matty Breen, traf. mgr.; P. J. Hagan, mgr. employe rel. **Det. Rep.**—Gordon Mitchell, 1614 Kales bldg. **Adv. Agcy.**—Weiss & Geller, Inc., 400 N. Michigan blvd., Chicago, Ill., B. Kuby, acct. exec.

PARKER-McKNIGHT CO., P. O. Box 66, Cincinnati 30, O. Precision armature lathes and mica undercutters, complete armature shops, armature growlers. P. J. Parker, owner. **Det. Rep.**—E. C. Imonen & Associates, 20203 Hubbard rd., Livonia, Mich. **Adv. Agcy.**—Associated Advertising Agency, Cincinnati 2, O. Geo. Service, vice-pres., acct. exec.

PARKER PRODUCTS, INC., 1415 Washington ave., S. Minneapolis 4, Minn. Tailored and universal seat covers, directional signals, bug screens, scuff pads, etc. Rudy Luther, pres.; K. C. Glaser, vice-pres. and secy.-treas.; V. O. Abramson, vice-pres. and gen. mgr.; Larry Paquay, chief engr.; Floyd Lossing, works mgr.; Don Olson, sales mgr. Exporter: Sammar Tool & Equipment, 110 Washington st., New York, N. Y.

PARKER RUST PROOF CO., 2174 E. Milwaukee ave., Detroit 11, Mich. Metal finishing and cold forming processes. W. M. Cornelius, chmn. of bd.; R. W. Englehart, pres.; G. E. Luke, vice-pres.; M. B. Roosa, vice-pres., sales; J. F. Rankin, treas.; M. V. Wallace, secy.; W. W. Seeley, compt.; R. H. Gordon, chief engr.; E. W. Richards, tech. dir.; R. I. Peterson, serv. mgr.; J. W. Helms, adv. and pub rel. mgr. **Adv. Agcy.**—Fred M. Randall Co., Detroit, Mich. L. Crooks, acct. exec.

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PARKWAY AUTO SEAT COVER CO., INC., 2015 Revere Beach pky., Everett, Mass. Auto seat covers. Mitchell Weiner, pres.; Bernie Robbins, vice-pres.; Abraham Steinhart, treas.; David Shea, works mgr.; Barney Karras, sales mgr.; Emanuel Johnson, chief engr.

PATTERSON, WM. N., 518 Maccabees bldg., Detroit 2, Mich. Vibra-pneumatic industrial cleaner. Wm. N. Patterson, owner.

PEER, INC., 1200-48 Milton st., Benton Harbor, Mich. Battery chargers and resistance welding equipment. Alton B. Parrott, pres.; Robert A. Howard, chief engr. **Adv. Agcy.**—Maynard Sales and Advertising, Benton Harbor, Mich.

PEERLESS NOVELTY CO., 105 Fulton, Grand Haven, Mich. Sun visor hardware, ash receptacle, miscellaneous stampings, finished and unfinished. Warren H. Stansberry jr., pres. and gen. mgr.; Arthur C. Kleft, vice-pres.; George W. Pardee sales mgr. **Det. Rep.**—Fred Conley, 510 Stephenson bldg.

PENFIELD PETROLEUM PRODUCTS, INC., 136-30 38th ave., Flushing 54, N. Y. Motor oils, automotive chemicals, anti-freeze, motor cleaner and conditioner, automotive transmission fluid, oil filter replacements, greases. Dave Salzberg, pres.; Monroe Greenberg, secy.-treas.

PENN FIBRE & SPECIALTY CO., INC., 2030 E. Westmoreland st., Philadelphia 34, Pa. Vulcanized fibre and laminated phenolic sheets, rods and tubes; washers for carburetors and electrical insulation, vulcanized fibre body working tools. C. Cooper Davis, pres., gen. mgr.; William K. Davis, vice-pres., sales, adv. and pub. rel. mgr.; William H. Frey, secy.-treas. and pur. agt.; Thomas Booth, works mgr.; Frank Franks, chief engr.; Elwood Ollis, traf. mgr.

PENNSYLVANIA GRADE CRUDE OIL ASSOC., P. O. Box 96, Oil City, Pa. Research, advertising and licensing agency for producers, refiners and marketers Pennsylvania crude oil and its products. C. A. Chipman, Bolivar, N. Y., pres.; G. J. Hanks, Box 78, Oil City, Pa.; A. C. Simmons, Bradford, Pa., vice-presidents; F. B. Dow, 930 Munsey bldg., Washington, D. C., vice-pres., gen. counsel; Samuel Messer, Quaker State Oil Ref. Corp., Oil City, Pa., treas.; W. C. Wenzel, P. O. Box 96, Oil City, Pa., exec. mgr. **Adv. Agcy.** — Meldrum & Fewsmith, Inc., Cleveland, O. A. B. Meldrum, acct. exec.

PENNSYLVANIA REFINING CO., Butler, Pa. Paul R. Beck, pres., treas.; Meredith Hindman, sales vice-pres.; John A. Beck jr., mfg. vice-pres.; Dale T. Glenn, vice-pres. of Cleveland branch; Meredith H. Hindman, secy.; George A. Beck, pur. agt.; C. M. Deets, traf. mgr. **Adv. Agcy.**—Downing Industrial Adv., Inc.

PENNSYLVANIA REFINING CO. (Gum-out Div.), 2686 Lisbon rd., Cleveland 4, O. Carburetor cleaner, motor oils, greases, gear lubricants, anti-freeze. Paul R. Beck, pres.; Dale T. Glenn, vice-pres.; Carl E. Bailey, plant supt.; J. H. Hughey, mktg. mgr.; Robert W. Lackner, sales mgr.; Grafton Fenker, dir. of research; John H. McClung, pur. agt.; Carl A. Weinsz, traf. mgr. **Det. Rep.**—C. W. Roy and E. A. O'Connor, 6432 Cass ave. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia, Pa. H. B. Montgomery, acct. exec.

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PENNSYLVANIA TIRE CO., Mansfield, O. Tires, tubes, batteries, Schrader goods, camelback and repair materials. E. V. Duffy, vice-pres.; H. B. Carpenter, vice-pres., mgr., govt. and mfrs. sales; D. E. Kirkpatrick, adv. sales prom. mgr.; T. C. Johnson, asst. sales mgr.; N. W. Graham, mgr. stock regulation and prod. control; W. M. Hardy, mgr. export div. **Adv. Agcy.** — Fuller, Smith and Ross, Inc., Cleveland, O. Ed Martin, acct. exec.

PENNZOIL DIV., South Penn. Oil Co., Seneca st., Oil City, Pa. Motor oil, gasoline and lubricants. W. S. Zehrung sr., vice-pres.; F. W. Alcorn, vice-pres., asst. secy. and asst. treas.; A. W. Clinger, vice-pres. and mgr. wholesale sales; E. F. Johnson, adv. mgr.; D. G. Proudfoot, vice-pres. lub. sales; A. V. Hoffman, vice-pres. ref.; J. G. Miller, sales mgr. gasoline; C. H. Thumm, Eastern mgr.; R. M. Henry, div. pur. agt. **Adv. Agcy.**—Fuller and Smith and Ross, Inc., 1501 Euclid ave., Cleveland, O. E. F. Johnson, acct. exec.

PERFECT CIRCLE CORP., 522 S. Washington, Hagerstown, Ind. Piston rings and expanders, plastigage, bearing adjusters, piston nurlizers, manulathes, cylinder sleeve castings. Ralph R. Teetor, pres.; Don H. Teetor, vice-pres., sales; Daniel C. Teeter, vice-pres., mfg.; Wm. B. Prosser, vice-pres., gen. mgr.; Geo. Rea, secy.-treas.; R. M. Thomas, mfg. sales mgr.; J. W. Kern, replacement sales mgr.; Herman Teetor, dir. adv.; John Senn, adv. mgr.; W. B. Hartley, gen. pur. agt.; Leland Davis, traf. mgr. **Det. Reps.**—R. P. Austin, Robert Swearingen, Robert Jackson, Walter Johnson, R. E. Gleason, 10438 McNichols rd., W., Detroit 21. **Adv. Agcy.**—Henri, Hurst & McDonald, Inc., Chicago, Ill.

PERFECT EQUIPMENT CORP., 804 W. Morgan st., Kokomo, Ind. Wheel balance weights for cars and trucks. Hilda S. Buck, pres.; Mabel L. Smissen, vice-pres.; Wm. P. Smissen, secy., treas., gen. mgr.; E. W. Roll, sales mgr.; Leonard A. Gibson Plant supt. **Det. Rep.**—W. A. Bottle, 14343 Forrer ave. **Adv. Agcy.**—Western Advertising Agency, Chicago, Ill. Paul Limerick, acct exec.

PERFECTION AUTOMOTIVE PRODUCTS CORP., 925-33 W. Elizabeth, Detroit 1, Mich. Speedometer cables and assemblies, spotlights, tachometer cables, foglights, driving lights, muffler clamps and tail pipe brakets, hood and body accessories, choke and hood controls, truck mirrors, clearance lights, reflectors. S. Jos. Wallach, pres.; M. K. Wallach, treas.; C. J. Ash, secy.; Jerome M. Ash, sales mgr.; Harry Osterhaudt, pur. agt.; A. Spader, traf. mgr. **Det. Rep.**—Jerome M. Ash, 925 W. Elizabeth.

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PERFEX CORP., 500 W. Oklahoma, Milwaukee 7, Wis. Industrial cooling radiators, heat transfer products, coils for refrigeration and air conditioning. I. G. Bohrman, pres., treas.; V. R. Tate, exc. vice-pres., secy.; Fred Andersen, asst. secy., asst. treas.; E. H. Panthofer, vice-pres.; H. R. Wilson, sales mgr.; John Stenger, pur. agt.

PERMACEL TAPE CORP., U. S. Highway No. 1, New Brunswick, N. J. (Sub. of Johnson & Johnson). Permacel industrial tapes, Texcel cellophane tapes, Bondex. G. C. Riegger, pres.; E. A. Gaudette, contr.; G. A. Fitzgerald, vice-pres., contr.; J. L. Callahan, dir. of cons. prod.; J. A. MacCarthy, dir. of auto prod.; B. M. Austin, dir. indus. prod.; C. E. Cassidy, auto prod. mgr.; F. W. Bartle, adv. mgr.; D. S. Owens, pur. agt. **Adv. Agcy.**—The Aitkin-Kynett Co., 1400 South Penn sq., Philadelphia 2, Pa. Martin E. Goldman, partner.

PERMAFUSE CORP., 675 Main st., Westbury, N. Y. Bonding adhesives and equipment; Bonding tape and fluid, ovens, clamping devices and test equipment. S. G. Tilden, pres., treas.; S. G. Tilden jr., gen mgr.; F. R. Tilden, vice-pres., secy.; Frederic G. Fegley, sales mgr.; K. J. Wyman, pur. agt. **Det. Rep.**—M. M. Wendell Co., 8-255 General Motors bldg., Detroit 2, Mich.

PERMATEX CO., INC., P. O. Box 1, Brooklyn 35, N. Y. Automotive chemical items. C. A. Benoit jr., pres., Zac Drake, gen. sales mgr.; H. C. Fuchs, secy.; E. G. Heeren, treas.; N. S. Clifton, works mgr.; J. C. Claypool, adv. mgr.; W. B. Corbett, pur. agt.; James Ryan, traf. mgr. **Det. Rep.**—J. Harry Brimmell, 131 S. Dorchester, Royal Oak, Mich. **Adv. Agcy.**—Gray & Rogers Advertising, Philadelphia, Pa.

PERMOLD CO., P. O. Box 70, Medina, O. Aluminum permanent mold castings and sand castings. E. G. Fahlman, pres., treas., gen. mgr.; J. E. Fahlman, exec. vice-pres.; L. E. DeGroat, vice-pres., sales and adv. mgr.; H. R. Doswell, secy.; S. W. Jackson, chief engr.; P. A. Lynch, pur. agt., traf. mgr. **Det. Rep.**—C. L. Lawrence, 929 Washington ave., Mishawaka, Ind. **Adv. Agcy.**—Lee Donnelley Co., Cleveland, O.

PERMUTIT CO., 330 W. 42nd st., New York 36, N. Y. Exhaust gas analyzer, water conditioning equipment and all types of ion exchangers. H. W. Foulds, pres.; S. L. Steinwender, D. J. Saunders, J. D. Yoder, G. N. Proctor and H. L. Beohner, vice-presidents; R. A. Ogden, secy., treas.; A. M. Freeman, adv. mgr.; Eskel Nordell, sales prom. mgr. **Adv. Agcy.**—Cunningham & Walsh, New York, N. Y. William Bunn, acct. exec.

PERRINE BATTERY CORP., 55 Rumford ave., Waltham 54, Mass. Storage batteries. W. F. Price sr., pres.; Saul Dershwin, exec. vice-pres., treas.; M. A.

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Who's Who in the Auto Industry

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Goldsmith, vice-pres., gen. mgr.; M. M. Yanow, vice-pres., sales mgr.; H. C. Perrine, clerk, pur. agt.; Martin Scafidi, supt.; Earl Beardsley, traf. mgr.

PERRY DIVISION of R. M. Hollingshead Corp., Camden 2, N. J. Cooling system filter. J. A. Vettel, sales mgr.; S. J. Willis, engr.; A. C. Kupris, adv. mgr. **Adv. Agcy.** — Manchester, Williams, Kreer, Inc., 664 N. Michigan ave., Chicago 11, Ill.

PESCO PRODUCTS DIV., Borg - Warner Corp., 24700 N. Miles rd., Bedford, O. Hydraulic pumps, valves power package and motors. D. C. electric motors, axial flow blowers. R. G. Allen, pres.; R. G. Hess, exec. vice-pres.; R. O. Evans, secy.; R. W. Freese, treas.; D. R. Spotz, gen. sales mgr.; R. L. Schroeder, aircraft sales mgr.; H. T. Fielding, ind. sales mgr.; C. H. Hilborn, adv. mgr.; R. J. Mahon, serv. mgr.; J. A. Lauck, vice-pres., engr.; J. A. Pittner, pur. agt. **Adv. Agcy.** — The Jayme Organization, Cleveland 18, O. G. N. Havens, acct. exec.

PETCH MFG. CO., 463 York st., Detroit 2, Mich. Factory and general offices, U. S. 23 South, Alpena, Mich. Air and hydraulic cylinders, boosters, accumulators and tanks, hupp threadless hydraulic sub-plates. C. L. Petch, pres.; W. W. Hutcherson, sales mgr.; K. A. Doutt, chief engr. **Det. Rep.**—Factory Office, 463 York st., **Adv. Agcy.**—Hyatt Eby, Detroit 1, Mich.

PETERS & RUSSELL, INC., 501 W. Liberty, Springfield 99, O. Automotive tire pumps, hand and foot operated; bilge and oil change pumps, exhaust deflectors and extensions. L. E. Russell, pres., treas.; H. M. McIntire, asst. to pres., sales mgr., adv.; R. M. Holschue, asst. treas.

PETERSEN MFG. CO., INC., Dewitt, Neb. Wrenches, welding clamps, sheet metal tools, quick - acting C - clamps. William Petersen, pres.; Chris Petersen, vice-pres., chief engr.; Harriet Fort, secy., treas.; Ralph Petersen, gen. mgr., pur. agt.; Alfred Harms, sales mgr.; Richard Petersen, sales prom. mgr. **Adv. Agcy.**—Buchanan - Thomas Advertising Co., Omaha, Neb.

PETERSON WELDING LABORATORIES, INC., 1423 Virginia, Kansas City 6, Mo. Surface grinders, welding flux, P-B screw-in valve seats. D. R. Peterson, pres.; Stanley Otto, plant mgr.; Mrs. H. Stewart, traf. mgr.; Richard Goss, sales mgr. **Det. Rep.**—H. W. Hammond, P. O. Box 458, Ann Arbor, Mich. **Adv. Agcy.**—Lawrence S. Covington, Advertising Agcy., Kansas City, Mo.

PETROLEUM CHEMICALS CO., P. O. Box 856 Danville, Ill. Brake fluids, antifreezes, automatic transmission fluids, waterless hand cleaners, motor oils and greases. Joe Swift, gen. mgr.; J. H. Garvey, special rep. **Det. Rep.**—L. Roy Johnson & Son, 1936 Harry st., Saginaw, Mich. **Adv. Agcy.**—Root & Pace, Danville, Ill. James V. Root, acct. exec.

PETROLEUM SOLVENTS CORP., 331 Madison ave., New York 17, N. Y. Siloo, Loosite, Petisol. Raymond N. Greif, pres., sales mgr.; Joseph Staff, vice-pres.; Pat Paolise, prod. mgr. **Adv. Agcy.**—Murray Furman Advertising Agency.

PHEOLL MFG. CO., 5700 Roosevelt rd., Chicago 50, Ill. Machine, tapping, thread cutting, sems, metallic drive, cap, and set screws; bolts and nuts. Mason Phelps, pres.; N. J. Sell, secy.-treas.; Wm. T. Ylvisaker, gen. mgr., Standard Div.; **Det. Rep.**—Ray Thomas, 626 Harper ave., Detroit 2, Mich. **Adv. Agcy.**—Cramer-Krasselt Co., Milwaukee, Wis.

PHILCO CORP., C and Tioga sts. Philadelphia 34, Pa. Auto radios. James H. Carmine, pres.; William H. Chaffee, vice-pres., gen. mgr., auto. div.; Charles F. Steinruck jr., secy.; William R. Wilson, treas.; F. D. Whitten, serv. mgr.; W. H. Oelkers, vice-pres., pur.; William Wight, pub. rel. dir. **Det. Rep.**—Martin F. Shea, vice-pres., auto. div., Philco Corp., 263 Livernois ave., Ferndale 20, Mich. **Adv. Agcy.**—Hutchins Advertising Co., Inc., Philadelphia, Pa.

PHILLIPS MFG. CO., 3475 W. Touhy ave., Chicago 45, Ill. Vapor degreasers, metal cleaning machinery. John M. Bash, pres.; L. R. Anderson, secy.treas.; H. L. Burnham, sales mgr. **Adv. Agcy.**—Armstrong Adv., Chicago, Ill.

PICK MFG. CO., 133 Oak st., West Bend, Wis. Brake shoes, emergency brake bands, oil filters and cartridges. Carl Pick, pres., treas.; Alan E. Pick, vice-pres.; Robert B. Pick, secy.; W. J. Dooley, sales mgr.

PIERCE GOVERNOR CO., INC., 1625 Ohio ave., Anderson, Ind. Engine and mechanical governors, torque converter governors, automatic chokes, fuel regulators, hydraulic valves, controllers, regulators. Carl V. Rice, pres.; Ralph McCreary, secy., asst. treas.; Leland E. Boren, sales mgr. **Det. Rep.** — Robert Lang, 1861 Columbia rd., Berkley, Mich.

PIGEON MANUFACTURING, Pigeon, Mich. Sheet metal fabrication. E. G. Wettlaufer, pres.; A. L. Corsini, vice-pres.

PILOT MFG. CO., South pl., Battle Creek, Mich. Automobile tow-bars. M. Hayman, pres., gen. mgr., sales, adv. mgr., pur. agt.; B. Backinger, vice-pres., secy-treas.; C. A. Klein, factory prod. mgr.

PIONEER CHEMICAL & MFG. CO., 9812 Meech ave., Cleveland 5, O. Phenolic plastic finish, plastic cloth, plastic metal, plastic cloth and metal kits, floor resurfacing units, roof coating, industrial maintenance materials, cold solder, water softeners, fire and heat retardant paint. Frank S. Wright, gen. mgr.

PIONEER PRODUCTS DIV. of Witco Chemical Co., 75 E. Wacker dr., Chicago 1, Ill. Witcote No. 4 undercoating, Pioneer undercoating, vibration dampeners, protective coatings. R. I. Wishnick, pres.; J. J. Tumpeer, gen. sales mgr.; C. Bobbe, west sales mgr.; W. F. Twombly, adv. mgr. **Adv. Agcy.**—Hazard Adv. Co., New York. Wm. Mordwin, acct. exec.

PIONEER SPECIALTY CO., 6537 Russell, Detroit 11, Mich. Manual—vacuum and electrically operated antennae, automotive wire assemblies. H. T. Nash, vice-pres., gen. mgr.; E. P. Geyer, works mgr.; J. T. Lynch, sales mgr.; R. S. Paul, chief engr.; M. Atkins, pur. agt.; E. Carlson, chief research and development engr.

PIONEERS, INC., 2411 Grove st., Oakland 12, Calif. Battery AD-X2, Jess M. Ritchie, pres.; W. M. Hager, vice-pres.; Valera Ritchie, secy.-treas.; W. M. Hager, pur. agt. **Adv. Agcy.** — George C. McNutt, Oakland, Calif.

PITTSBURGH CORNING CORP., One Gateway Center, Pittsburgh 22, Pa. PC glass blocks, foamglas, cellular glass insulation. H. B Higgins, pres.; D. C. Burnham, vice-pres.; J. P. Staples, exec. vice-pres., secy.; W. V. Simmons, treas.; P. D. Japp, gen. sales mgr.; W. H. Polk, adv. mgr. **Det. Rep.**—J. F. Finn, 18063 James Couzens hwy. **Adv. Agcy.**—Ketchum, MacLeod & Grove, Inc., Pittsburgh, Pa. Forrest Rosenberger, acct. exec. (glass blocks), John Edmundson, acct. exec. (foamglas).

PITTSBURGH PLATE GLASS CO., 1 Gateway Center bldg., Pittsburgh 22, Pa. Safety and safety sheet glass, multiplate bullet-resisting, Herculite tempered and Solex heat-absorbing glass, all types of curved and flat glass, fiber glass. Automotive finishes, paints, varnishes, lacquers, motor driven industrial brushes and sundries. David G. Hill, pres.; Richard B. Tucker, E. D. Peck, vice-presidents; Robert W. Wardrop, asst. to vice-pres.; Howard B. Brown, secy.; W. V. Simmons, treas., M. W. Marshall, sales mgr. (ind. glass); Howard Mather, sales mgr. (ind. finishes); W. L. Tomlinson, mgr. (auto glass sales); Charles E. Barby, Detroit sales mgr. (fiber glass); A. J. Roche, mgr., Detroit warehouse, 6045 Hamilton ave.; Michael Batenburg, dir. information services; Ross Fernow, adv. mgr. (glass); J. C. Plunkett, adv. mgr. (fiber glass); M. E. Carlisle, pur. agt.; Richard Boyd, traf. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Pittsburgh, Pa. (glass); Maxon Inc., Detroit (paint); Ketchum, McLeod & Grove, Pittsburgh (fiber glass).

PITTSBURGH STEEL PRODUCTS, Div. Pittsburgh Steel Co., Grant bldg., Pittsburgh 19, Pa. Materials handling equipment and construction materials. Robert L. Glose, gen. mgr., sales; W. O. Stoughton, asst. gen. mgr., sales; T. L. Griffith, mgr. material handling, sales. **Det. Rep.**—Michael J. Sonk jr., 324 Fisher bldg. **Adv. Agcy.**—Bond & Starr, Inc., Pittsburgh, Pa. W. G. Smock, acct. exec.

PITTSBURGH TUBE CO., 212 Wood st., Pittsburgh 22, Pa. Butt welded mechanical tubing for automotive and related parts. J. W. Freeman, pres.; W. K. Hahn, vice-pres., treas.; Harold K. Brooks, vice-pres., secy.; W. F. McNally, sales mgr.; R. W. B. Hannan, asst. sales mgr.; H. M. Feely, plant mgr., chief engr.; H. E. Holby, pur. agt. **Det. Rep.**—Service Steel Co., 1435 Franklin st., Detroit 7, Mich. **Eastern Rep.**—John F. Byers & Co., 1835 65th ave., Philadelphia 26, Pa.

PLASTICON, INC., 63 Beacon pl., Pasadena 8, Calif. Reinforced plastic auto tops. Jere D. McWethy, pres.; Walter Podolar, vice-pres.; James Wood, secy.; J. D. McWethy, treas.; Darrell Kessler, gen. mgr.; Harold Crampton, works mgr. **Adv. Agcy.** — Jordon Advertising, Los Angeles, Calif. Larry Pendleton, acct. exec.

PLASTIKON DISPLAYS, 45 N. Division st., Buffalo 3, N. Y. Self-adhering plastic window sign kits for windshields, showroom windows. Plastic signs, posters, cloth banners, pennants, scotchlite, dealer name plates. E. S. Strom, pres.; E. B. Strom, secy.-treas. **Adv. Agcy.**—Baldwin Bowers & Strachan, Inc., Buffalo 2, N. Y.

PLASTONE CO., INC., 4100 W. Grand ave., Chicago 51, Ill. Jar-Ex de-icer, Chrome-Aid, auto wax, furniture and bicycle polish, anti-freeze sealer, streak-proof glass cleaner, car cleaner, white-wall cleaner, rubber restorer, radiator sealer. Benjamin F. Hirsh, pres.; Eugene I. Hirsch, vice-pres.; J. Kenneth Baird, secy.-treas., gen. mgr. **Adv. Agcy.**—W. B. Doner, Chicago, Ill. M. F. Kostman, acct. exec.

PLYMOUTH DIV., CHRYSLER CORP., 6334 Lynch rd., Detroit 31, Mich. Passenger cars. J. P. Mansfield, vice-pres. Chrysler Corp. and pres. Plymouth div.; W. J. Bird, vice-pres. chge. of sales; C. J. Demrick, vice-pres. chge. of mfg.; N. Kelley jr., vice-pres. and dir.; W. J. Simons, treas. and dir.; H. F. Diegel, compt. and dir.; K. M. Eyestone, secy.; Craig Keith, asst. treas.; A. S. Hudson, asst. compt.; F. V. Olds, asst. compt.; G. T. Higgins, asst. secy.; W. L. Martin, sales mgr.; F. W. Yale, asst. sales mgr.; J. A. Lawson, dir. of new car sales; B. E. Miller, dir. of adv. and merch.; W. A. Scotten, adv. mgr.; C. R. Johnston, dir. of mkt. analysis; K. G. Pound, sales adm. exec.; M. L. VanDagens, dir. of mgmt. development; B. B. Griffith, dir. of parts and access. sales; G. E. Brugman, dir. of fleet sales; P. M. Ruef, dir. of used vehciles merch.; F. G. Bischoff, dir. of distr.; G. J. Cutler, dir. of serv.; W. Landon, asst. dir. of serv.; K. M. Huddleson, compt.; Robert Anderson, chief engr.; M. N. Schaff, exec. asst. to the pres.; Frank Fraser jr., dir. of forward planning; C. W. Criag, dir. of pub. rels.; F. L. DeCavitte, operating mgr.; E. D. Farrell, dir. of planning; L. W. Blanchard, ind. engr.; J. H. Powell, operating mgr.—Evansville, Ind. operations; F. L. Hook, dir. of quality control; J. Ondrus, dir. of budgets; J. D. Robson, mgr. of ind. rels.; W. G. Embury, dir. of purch.

POL-FLO PAINT SPRAYER CORP., 2622 Stockton blvd., Sacramento, Calif. Quart size paint cup, aluminum construction, electrically equipped for heating paint prior to application. John Polli, pres.; Ettore Guastalli, vice-pres.; James R. Sletten, secy.-treas., gen. mgr. **Adv. Agcy.**—Clifford O. Boggess Advertising, Sacramento, Calif.

POLK & CO., R. L., 431 Howard st., Detroit 31, Mich. Direct mail, city directories, motor statistical and consumers research. Ralph L. Polk, pres.-treas.; William H. Beatty, vice-pres., gen. mgr., Direct Mail Div.; W. J. Gardner, exec. vice-pres.; H. H. Blohm, vice-pres., motor statistical div.; C. R. Maxey, prod. mgr.; H. R. Schramm, pur. agt.

POLLAK, JOSEPH, CORP., 75-99 Freeport st., Boston 22, Mass. Automotive switches, aircraft electrical controls. William L. Pollak, pres., gen. mgr.; Joseph Pollak, chmn. bd. of dirs., treas.; Henry L. Brandt, George M. Hemmer, vice-presidents; Mrs. Edith Shaw, secy.; Henry L. Brandt, mfrs. sales mgr., pur. agt.; Martin B. Brandt, asst. mfrs. sales mgr.; George M. Hemmer, jobbers' sales mgr., adv. mgr.; Earle Roswell, chief engr.; Joseph F. Connolly, asst. pur. agt.; William Brown, traf. mgr.; David I. Shaw, pub. rel. mgr. **Det. Rep.**—H. Glenn Johnston & Assoc., 18933 James Couzens hwy. **Adv. Agcy.** — Richard Thorndike Ad. Agency, Providence, R. I. Philip Thomas, acct. exec.

PONTIAC MOTOR DIV., 196 Oakland, Pontiac 11, Mich. Passenger cars. Robert M. Critchfield, gen. mgr. and General Motors vice-pres.; Hilda M. Brand, secy.; Robert W. Emerick, dir. pub. rel.; H. A. Deeter, compt.; B. E. Starr, gen. mfg. mgr.; E R. Pettengill, adm. asst. to gen. mgr.; A. F. Johnson, mfg. mgr.; R. J. Longpre, prod. mgr.; Frank V. Bridge, gen. sales mgr.; E. D. Foley, sales adm. mgr.; E. J. Chapman, R. E. Thompson, J. C. Jamieson, asst. gen. sales mgrs.; B. B. Kimball, adv. mgr.; L. W. Walker, sales prom. mgr.; H. J. Hales, serv. mgr.; A. L. Drury, parts sales mgr.; J. H. Otis, access. sales mgr.; G. A. Delaney, chief engr.; J. P. Charles, M. J. Garlick, asst. chief engrs.; M. F. Rummel, pur. agt.; H. J. Peek, asst. pur. agt. (prod.); H. C. Jackson, asst. pur. agt. (non-prod.); J. B. Meidlein, traf. mgr.; G. M. Watson, per. dir. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich. E. A. Jones, acct. exec.

PONTIAC PECKAT CORP., 9334 Highland rd., Pontiac, Mich. Automobile windshield visors. Wm. A. Mueller, pres.; A. A. Stanker, vice-pres.; R. Anderson, secy.-treas.; John H. Sampson, Inc. **Adv. Agcy.**—221 N. LaSalle st., Chicago 1, Ill.

PORTABLE ELECTRIC TOOLS, INC., 320 W. 83rd st., Chicago 20, Ill. Drills, grinders, saws, sanders, paint brush and roller cleaners, drill kits. A. W. Miller jr., chmn. of bd.; John L. Baker, pres.; Z. Reu Williams, vice-pres. pub. and ind. rel.; George W. Weatherby, vice-pres. chge. of sales; Robert Davis, exec. vice-pres.; Richard E. Bigelow, vice-pres., secy.; E. P. Wimsen, contr., treas.; Evan W. Wilber, plant mgr., vice-pres.; Walter B. Davis, vice-pres.; William C. Hay, vice-pres., ser. and traf. **Adv. Agcy.**—Marvin Gordon & Associates, 920 N. Michigan ave., Chicago, Ill. Marvin Gordon, acct. exec.

PORTE MFG. CO., INC., factory and office, 3179 Atlantic ave., Brooklyn 8, N.Y. Brake fluid, knee-action and shock absorber fluid, hydraulic jack oil, penetrant, universal joint boots for replacement, needle bearing kits, automatic transmission fluids, hydraulic window fluid, rubber lubricant, gasket cement, black tire paint, windshield cleaner solvent. Raphael Porte, pres.; Joseph DeStephano, traf. mgr.

PORTER, INC., H. K, (P-F Automotive div.), 74 Foley st., Somerville 43, Mass. Body and fender repair tools and equipment. J. G. Geddes, pres.; Henry K. Porter, vice-pres., Harry Webster, sales mgr., trade sales; F. T. Lind, vice-pres., works mgr. **Adv. Agcy.**—Callaway Assoc., Boston, Mass. N. W. Collingwood, acct. exec.

PORTER-CABLE MACHINE CO., 1714 N. Salina st., Syracuse 8, N. Y. Portable electric saws, shapers, sanders, drills, planes, bench grinders. D. J. Ridings, pres.; R. C. Tyro, gen. mgr.; L. B. Benham, vice-pres. eng.; John M. Hayes, mfg. mgr.; R. H. Schellschmidt, gen. sales mgr.; C. Frederick Wheeler, sales research mgr.; M. V. Nodar, adv. mgr.; R. Ingraham, serv. mgr.; E. V. Allen, gen. mgr. (Canada); R. L. King, dir. of pur. **Det. Rep.**—Raymond Hill, 17217 Wyoming, Detroit 21, Mich. **Adv. Agcy.**—Lawrence C. Gumbinner Adv. Agency, New York, N. Y. Grame MacLeod, acct. exec.

POSTMA MFG. CO., 691 East 18th st., Paterson 1, N. J. Portable crankshaft hone. Frank Postma, pres., treas.; Nellie B. Postma, vice-pres.; Al J. Dahlhaus, secy.

POWELL MUFFLER CO., INC., 2501 W. 24th st., Chicago, Ill. Mufflers, tailpipes, exhaust pipes. N. H. Sherman, pres.; Gordan Sherman, vice-pres.; J. Mary, vice-pres., works mgr.; David C. Silbert, secy.; J. M. Checkers, treas.; C. T. Stafford, sales mgr.; M. Wolfson, gen. mgr. **Det. Rep.**—Art Watson, 477 Selden ave.

POWELL PRESSED STEEL CO., Hubbard, O. Material handling equipment, steel stampings, advertising specialties. W. J. Powell, pres., gen. mgr.; H. L. Powell, vice-pres., secy., and pur. agt.; W. G. Scott, treas.; A. G. Knowles, sales mgr.; R. C. Johnson, gen. supt.; J. L. Doyle, pers. dir.; H. D. Kennedy, chief engr.; A. E. Doyle, traf. mgr.

POWER-PAK PRODUCTS, INC., 43 Pearl st., Buffalo 2, N. Y. Tire inflator and fire extinguisher (for cars and trucks). A. L. Mikulec, pres., gen. mgr.; Stanley Mikulec, vice-pres., secy.

PRAIRIE SCHOONER, INC., 1503 W. Bristol st., Elkhart, Ind. Wells-Cargo. Maynard W. Wells, pres.; Mossie Wells, secy.; R. E. Briggs, gen. mgr.; W. G. Reiter, sales and adv. mgr.; Sheldon Coe, chief engr.; Kenneth Pettley, pur. agt.; Carl Buchanan, parts and access. mgr.; E. A. Webb, east. reg. mgr.; Don Reed, sales mgr., Wells Cargo Div. **Adv. Agcy.**—Juhl Advertising Agency, Elkhart, Ind. Jack Fay, acct. exec.

PRATT INDUSTRIES, INC., 1600 S. Ash-

(Continued on Page 260)

Slice yourself a melon in cutting costs...saving time

Borroughs Bins and Steel Shelving definitely cut installation and change-over time. Here are shown only 2 each of the many advantages of these Borroughs products. If you are already a Borroughs customer, you know and appreciate Borroughs' numerous outstanding features. If not, do yourself a favor . . investigate! See your nearest Borroughs distributor and let him quickly show you how you can pay yourself handsome dividends in cutting costs and saving time.

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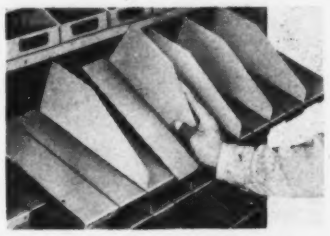
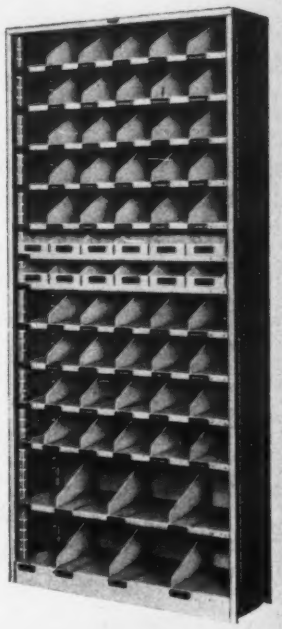
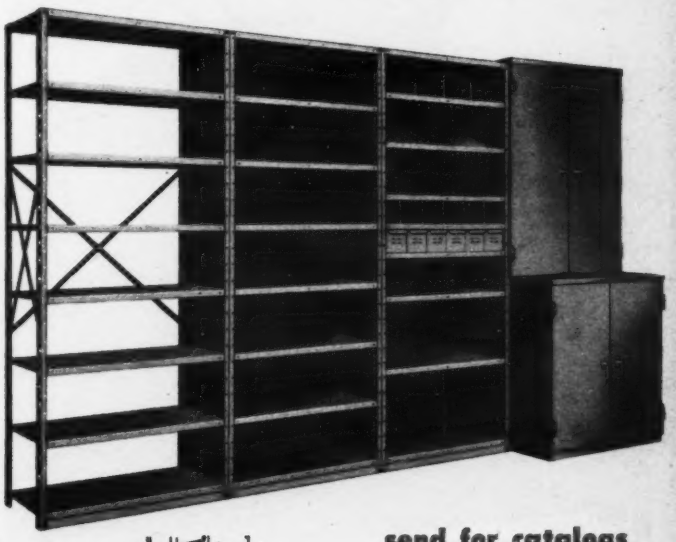
adjustable without bolting



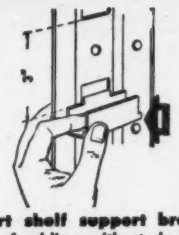
SNAP IN DIVIDERS
snap in any place on shelf



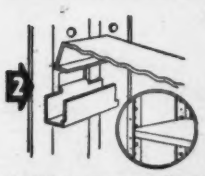
BORROUGHS STEEL SHELVING



send for catalogs



Insert shelf support bracket . . no fumbling with studs, bolts, nuts or lock washers.



Tilt shelf into support bracket . . and shelf is ready for loading.

BORROUGHS MANUFACTURING COMPANY

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3026 NORTH BURDICK amp **KALAMAZOO, MICHIGAN**

amp Plants and other Subsidiaries: (American Metal Products Co.—Detroit, Michigan—Union City, Tennessee) (AllianceWare, Inc.—Alliance, Ohio—Kilgore, Texas — Colton, California) (General Spring Products, Ltd. — Kitchener, Ontario, Canada) (Tube Reducing Corp.—Wallington, New Jersey)

Manufacturers of quality products for automobiles, trucks, aircraft, offices, factories, warehouses, and homes.

Who's Who in the Auto Industry

(Continued from Page 259)

land ave., Chicago 8, Ill. Exhaust system parts and automotive mufflers. Arnold H. Maremont, pres., treas.; J. M. Comar vice-pres.; J. Grace, secy.; J. F. Flanagan, sales mgr.; R. Wolfson, adv. mgr.; J. Griffith, traf. mgr. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill.

PRECISION ENGINEERS, CO., 701 Heinz ave., Berkeley 10, Calif. Challenger wheel balancer. C. B. Rogers, pres. **Adv. Agcy.**—Milton Schenkofsky, 2054 University ave., Berkeley, Calif.

PRECISION PRODUCTS, INC., 2240 Greer, Keego Harbor, Mich. Outside sun visor, truck mirror bracket and service replacement parts. William A. Maher, pres., treas.; William N. Maher, vice - pres., sales mgr.; Charles J. Finnerty, secy.; Edwin E. Pifer, works mgr.; Charles W. Floyd, chief engr.; Ken G. Smith, pur. agt.

PRECISION PRODUCTS CO., INC., OF WALTHAM, 26 Bedford, Waltham 54, Mass. Hairsprings. Robert I. Bradley, pres., treas.; John Irwin, vice-pres., sales mgr.; Harry C. Van Norden, vice-pres., works mgr.; Ruth E. Bradley, clerk.

PRECISION UNIVERSAL JOINT CORP., 615 S. California ave., Chicago 12, Ill. Universal joints. Lyle G. Ecker, pres., sales mgr. and pur. agt.; Murray D. Horwich, vice-pres.; Ben Horwich, secy.-treas. **Det. Rep.**—Eli Levine, 18623 Hubbell ave., Detroit 35, Mich.

PREMIER AUTOWARE CO., THE., 4415 Euclid ave., Cleveland 3, O.; 2424 South Saybrook, Los Angeles 22, Calif. Manufacturer and distributor of automotive replacement parts. Jack N. Mandel, chmn., bd. of dirs.; Joseph C. Mandel, pres.; Paul F. Minarik, vice-pres.; Morton L. Mandel, secy.-treas. and gen. mgr.; Leo Chaplin, Frank Floyd, Bernard J. Mahan, Harold E. Russell, div mgrs.; Ronald Watson, Los Angeles plant mgr.; Merritt Myers, dir. of prod.; John B. Koman, contr.; Chester B. Lynn, sales adm. mgr.; Oswald Schindler, export mgr.; Ernest P. Spaeth, research mgr.; Julian Kolby, sales prom. mgr.; Raymond J. McGorray, sales serv. mgr.

PRESSED METALS OF AMERICA, INC., P. O. Box 449, Port Huron, Mich. Independent wheel suspension parts. J. W. Leighton, chmn. of bd.; J. D. Leighton, pres.; F. G. Lock, treas.; Edmund West, vice-pres., asst. treas.; W. P. Carson, secy.; R. J. Inman, asst. secy.

PRESSTITE ENGINEERING CO., 3738 Chouteau ave., St. Louis 10, Mo. Auto body, spotweld, windshield and back light sealers, elastic compound tape and beads, plastic sealers, rubber adhesives. C. H. Smith, pres.; P. S. Sussenbach, exec. vice-pres. and secy.; W. J. Meckel, treas.; S. W. O'Neal, vice-pres., chge. of prod.; J. E. Moore, vice-pres., chge. of sales; W. C. Snyder, adv. and sales prom. mgr.; A. H. Boundy, chief engr.; G. W. Weston, pur. agt. **Det. Rep.**—M. F. Ericson, 708 Stephenson bldg. **Adv. Agcy.**—Batz, Hodgson, Neuwoehner, St. Louis, Mo.

PRESSURE CASTINGS, INC., 21500 St. Clair ave., Cleveland 19, O. Aluminum and zinc die castings. George H. Ralls, pres.; Jos. W. Brown, works mgr.; Wm. H. Thomas jr., sales mgr.; Marshall P. Ralls, asst. sales mgr.; Jos. Obermayer, chief engr. **Det. Rep.**—R. E. Zimmermann, 718 Fisher bldg.

PRES - SURE - TITE PRODUCTS, INC., 15301 Mack, Detroit 24, Mich. Pressure cooling system tester. M. R. Boutin, pres., gen. mgr.; E. P. Kraft, vice-pres. and treas.; W. S. Nussbaum, secy.

PREST-O-LITE BATTERY, Div., Electric Auto-Lite Co., P. O. Box 931, Toledo 1, O. Storage batteries for passenger cars, trucks, tractors, buses, diesel and marine. J. P. Falvey, pres.; W. E. Blank, vice-pres. replacement sales; M. H. Smith, gen. sales mgr.; R. Price, merch. mgr. **Adv. Agcy.** — Grant Advertising, Inc., Detroit, Mich. Gordon Miller, acct. exec.

PRETTY PRODUCTS, INC., Rubberware Park, Coshocton, O. Automobile accessories, floor mats, industrial rubber goods and gloves, mechanical joint pipe gaskets. W. D. Timmons, pres.; J. B. Clift, vice-pres. prod.; W. E. Henderson, vice-pres. of prod. sales; John J. Gerlach, secy.; John B. Gerlach, treas.; C. E. Gildow, asst. sales mgr.; W. D. Timmons jr., D. S. Clark, sales mgrs.; K. W. Armstrong, chief engr.; E. T. McCullough, pur. agt.; R. P. Glazier, traf. mgr. **Det. Rep.**—John J. Gallagher, 307 Pasadena blvd., Toledo, O. **Adv. Agcy.**—Merchandising, Inc., Newark, N. J. Robert Anderson, acct. exec.

PRICE BATTERY CORP., Hamburg, Pa., Atlanta, Ga., Wapakoneta, O. Batteries. W. F. Price, pres.; S. Dershwin, vice-pres. and treas.; T. A. Larkin, vice-pres., secy.; W. F. Price jr., vice-pres.; A. R. Owen, plant mgr., gen. mgr.; H. J. Noznesky, vice-pres. in chge. of sales; D. S. Shipley, trade sales mgr.; W. A. Pavlo, chief engr.; M. W. Stratton, pur. agt.; Ralph Mengel, traf. mgr.; M. Waarner, pub. rel. mgr. **Adv. Agcy.**—B. W. Stelle, Philadelphia, Pa.

PRIOR PRODUCTS, INC., 4828 Racell st., Dallas, Tex.; 2510 Atco ave., Middletown, O. Prior safety tanks, Loadster helper springs, Ranger farm and industrial wagons. Henry A. Yeats, pres.; M. C. Brown, sales mgr.; Sam I. Vaughan, secy.; John W. Meore, treas.; Glenn L. Scherer, plant mgr. (Dallas); Art Doyle, plant mgr. (Middletown). **Adv. Agcy.**—E. G. Shumard Advertising, Dallas, Tex.

PRODUCTION DIE & STAMPING CO., INC., 1834 Garfield, Detroit 7, Mich. Small metal stampings and assemblies, stainless steel capped carriage and bumper bolts, tools and dies. M. L. Vrooman, pres. and gen. mgr.

PROTO TOOLS, 2209 Santa Fe ave., Los Angeles 54, Calif. Mechanics' hand tools. M. B. Pendleton, pres.; H. C. Baumgartner, vice-pres., secy.-treas.; C. W. Coslow, vice-pres.; A. L. Hawley, works mgr.; M. S. Bandoll, vice-pres., marketing and research; Clifford A. Faust, dir. of adv., merch. and prom.; H. J. Zellweger, sales prom. mgr.; Louis Greenfield, prod. mgr.; J. R. Dysert, pur. agt.; Henry Manker, traf. mgr. **Det. Rep.**—H. E. Kretchmer, 18954 James Couzens, Detroit 21, Mich. **Adv. Agcy.**—Willard G. Gregory & Co., Los Angeles, Calif. E. J. Phillips, acct. exec.

PRUDEN TOOL CO., INC., 310 W. 68th st., New York, 23. Headless rivets and tools, fender and seat mats, metal cutter, portable riveter, multiple pick hammer, jiffy car maskers, portable sand blasters. Leonard M. Taylor, pres., gen. mgr.; Herbert R. Abeles, vice-pres.; Richard R. Lewit, secy.-treas.; Theodore Sands, asst. sales mgr.; James Fryer, serv. mgr. **Det. Rep.**—Erry Lowenthal, 13444 Fenkell ave., Detroit 27. **Adv. Agcy.**—The Furman Co. Murray Furman, acct. exec.

PUBLICKER INDUSTRIES, INC., 1429 Walnut st., Philadelphia, Pa. Industrial alcohol, chemicals, solvents, thermo antifreeze. S. S. Neuman, pres.; W. J. Lehman, vice-pres.; C. P. Blinn, vice-pres.; L. J. Gunson, secy.-treas.; H. A. Bonyun jr., gen. sales mgr.; Sidney Goldstein, plant mgr.; George Berman, pur. agt.; S. A. Krasney, dir. pub. rel. **Adv. Agcy.**—Al Paul Lefton Co., Philadelphia, Pa.

PURE OIL CO., THE, 35 E. Wacker dr., Chicago 1, Ill. Automotive lubricants and fuels, motor oils, automatic transmission fluid, chassis, wheel bearings, universal joint and water pump grease, gear lubricant. R. L. Milligan, pres.; J. P. Langfitt, exec. vice-pres.; L. W. Sweet, vice-pres. retail mktg.; R. F. Sturgis jr., treas.; A. C. Hutcheson, secy.; J. H. Wieland, gen. mdse. mgr.; Hale Talbot, adv. mgr.; J. H. Harmon jr., pur. agt.; G. H. Ewen, pub. rel. mgr. **Adv. Agcy.**—Leo Burnett Co., Inc., Chicago, Ill.

PUROLATOR PRODUCTS, INC., 970 New Brunswick ave., Rahway, N. J. Filters, lubricating oil, fuel oil, air, etc. James D. Abeles, pres.; Ralph R. Layte, vice-chmn. of bd.; H. J. Market, exec. vice-pres.; Jules P. Kovacs, vice-pres. chge. engrg.; Joseph Van Nest, vice-pres., dir. of pur.; Melville D. Johnson, vice-pres. chge. of mfg.; James B. Lightburn, gen. sales mgr., aft. mkt. div.; Richard Karr, gen. sales mgr., equip. div.; H. J. Hopkins, mdse. mgr.; J. Bury, sales mgr., jobber div.; W. M. Kane, asst. secy.; Herbert W. Thogode, treas.; William K. Abeles, sales mgr. (natl. accts.); Arthur G. Pogmore, serv. mgr.; J. Gaffney, pur. agt. **Det. Rep.** — Eugene B. Delaney, 10424 W. McNichols rd., Detroit, Mich. **Chicago Rep.**—Andrew Raffay jr., Palmolive bldg., 919 N. Michigan ave., Chicago, Ill. **Los Angeles Rep.**—Carl B. Schnippel and J. Leslie Hall, Studio 3, 3723 Wilshire blvd., Los Angeles, Calif. **Adv. Agcy.** — (Consumer): J. Walter Thompson Co., 420 Lexington ave., New York. William N. McKamy, acct. exec. (Industrial): G. M. Basford Co., 60 East 42nd st., New York. John DeWolfe, acct. exec.

PYROIL CO., INC., 122 Main st., La Crosse, Wis. Pyroil A top lubricant, additive for gas, Pyroil B, additive for oil. M. O. Welby, pres., treas., gen. mgr.; H. W. McCreight, exec. vice-pres. and sales mgr. **Det. Rep.**—A. R. Wendell Co., 8-255 General Motors bldg. **Adv. Agcy.**—Van Hecker, Inc., Chicago, Ill.

Q

QUAKER STATE OIL REFINING CORP., Quaker State bldg., Oil City, Pa. Motor oil, lubricants, marine engine oils. W. R. Reitz, chmn. of bd.; G. B. Hunter, pres.; C. G. Johnson, treas.; F. O. Koontz, vice-pres., gen. sales mgr.; L. R. Forker, vice-pres., secy.; K. W. Field, asst. gen. sales mgr.; A. S. Blank, sales prom. mgr.; O. E. O'Connor, mgr. of pur.; E. E. Brumberg, traf. mgr. **Det. Rep.**—T. R. Cash, P. O. Box 13, Ann Arbor, Mich. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., New York City, N. Y. Donald Maggini, acct. exec.

QUALITY AWNING CO., 7945 Schaefer rd., Dearborn, Mich. Canvas products, awnings. Sam Fenton, pres.; William Sak secy.; Chas. Moran, gen. mgr.; E. Edwards, sales mgr.

QUICK CHARGE, INC., 10th and Missouri sts., Oklahoma City 17, Okla. Battery chargers, steam cleaners, steam cleaning compound and access., hot water heaters. A. C. Fletcher, pres.; C. F. Fletcher, vice-pres.

QUINCY COMPRESSOR CO., Quincy, Ill. Air compressors. Mac Irwin, pres.; Henry Oelkeus, treas.; Loren Gillhouse, sales mgr.; Mel Weber, serv. mgr.; George Pfeifer, chief engr. **Det. Rep.**—Robt. Carr, 18051 James Couzens. **Adv. Agcy.**—L. W. Ramsey, Davenport, Ia. D. A. Utley, acct. exec.

R

RADBILL OIL COMPANY, 1724 Chestnut st., Philadelphia 3, Pa. Motor oil. Samuel Radbill, pres.; Dr. Earl Scott, vice-pres.; Lawrence E. Frankel, treas.; D. Gerald Scott, sales mgr.; James P. McIlvaine, 3rd mdse. mgr.; Paul G. Pflaumer, adv. mgr.; Owen F. Thompson, sales prom. mgr.; Albert Radbill, pur. agt.; John Juzaitus, traf. mgr. **Adv. Agcy.** — Arndt-Preston-Chapin-Lamb & Keen, Inc. Philadelphia 2, Pa. Edward Walpert, acct. exec.

RADEL LEATHER MFG. CO., 445 Wilson ave., Newark 5, N. J. Genuine upholstery leather, binding leather, mechanical leather and landau top leather. Frank J. Radel, pres.; Robert J. MacKenzie, sales mgr. **Det. Rep.**—Gehringer & Forsyth, 16151 James Couzens hwy., Detroit 21. **Adv. Agcy.** — The Upholstery Leather Group, 141 East 44th st., New York 17, N. Y.

RADIATOR SPECIALTY CO., 1700 Dowd rd., Charlotte 1, N. C. Cooling system maintenance and repair products, gasket sealing compounds, oil and gasoline additives, rubber parts and special by-products. Solder seal line of chemical and rubber speciality products. I. D. Blumenthal, pres.; Herman Blumenthal, vice-pres.; G. Einhart, adv. mgr.; Irving Richek, pur. agt.; Dan Green, J. Carr, P. Moeszinger, D. Hoffman, sales mgrs. **Adv. Agcy.**—Bennett-Evans Co.

RAJAH CO., 35 Verona ave., Newark 4, N. J. Rajah ignition terminals, hand tools, rubber safety nipples, Francis P. Meehan, pres.; Celia Aye Kendall, secy.-treas.; Walter Kelly, gen. mgr.; William C. Zeppelin, pur. agt. **Adv. Agcy.**—Gunn-Mears, New York 36, N. Y. John L. Titus, CPA, acct. exec.

RAK MAKERS, THE, 10 Hamilton st., New London, Conn. Aluminum display racks for automotive sales literature. Henry B. Goodman, gen. mgr.

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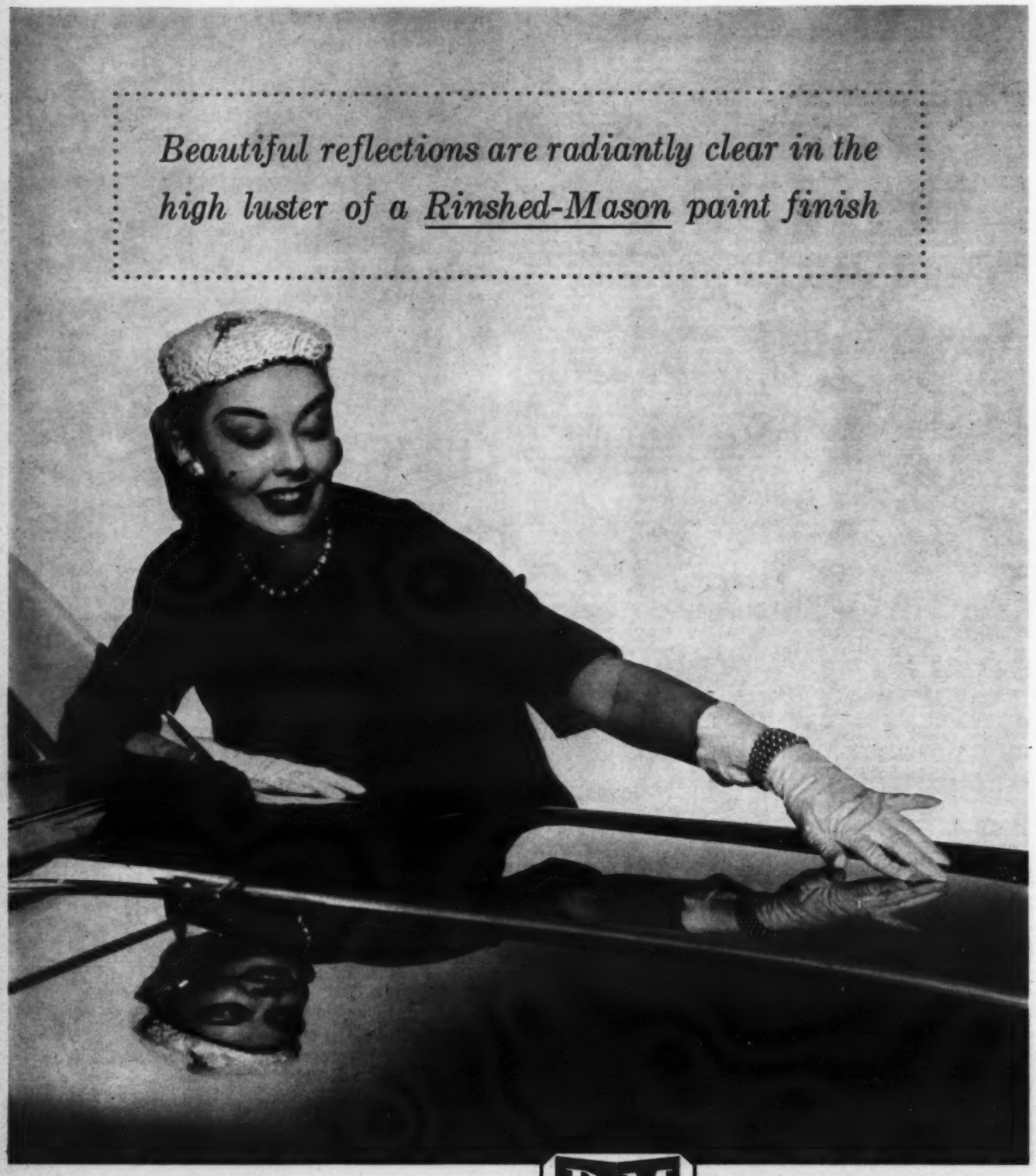

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Who's Who in the Auto Industry

(Continued from Page 260)

RAM COTE PRODUCTS, 1141 W. 69th st., Chicago 21, Ill. Leather conditioner, leather and plastic finish, sealer, cleaner for leather and plastics. M. B. Duffy, pres.; J. P. Duffy, vice-pres.; C. E. Seibold, secy., treas.; D. E. Ferrill, gen. mgr.; N. J. McCloskey, sales mgr.; M. J. Mooney, pur. agt. **Adv. Agcy.**—Presba, Fellers and Presba, Chicago, Ill. William Presba, acct. exec.

RAMSEY CORP., 3693 Forest Park blvd., St. Louis 8, Mo. Piston rings, oil and grease seals, spirolox and industrial rings. J. H. Coolidge, pres.; J. E. Adams, vice-pres., gen. mgr.; O. C. Holaday, vice-pres., mgr. of serv. div.; E. E. Roberts, sales mgr. of serv. div.; H. E. Liss, export mgr.; R. E. Ward, mgr. piston rings div.; S. G. Pike, adv. mgr.; M. W. Marien, chief engr. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill. B. F. Stevens, acct. exec.

RANCO INC., 601 W. Fifth ave., Columbus 1, O. Automobile heater control valves and air conditioning controls. E. C. Raney, chmn; A. M. Hoover, pres.; W. R. Opp, vice-pres.; R. B. Eddy, treas.; E. D. Raney, secy.; James Manecke, sales mgr.; W. H. Stanley, asst. sales mgr.; Fred Greenawalt, chief engr.; H. Y. Levin, pur. agt.; L. Levengood, pers. dir. **Det. Rep.**—J. S. Beechler, 3-146 Gen. Motors bldg. **Adv. Agcy.**—Howard Swink, Marion, O. Paul Kohler, vice-pres.

RANDALL CO., 5000 Spring Grove ave., Cincinnati 32, O. Automobile body specialties. Maxwell C. Weaver, pres., gen. mgr.; A. O. Engelhardt, vice-pres.; Wm. B. Behrens, secy.-treas.; R. E. Sharpe, works mgr.; J. L. Troy, pur. agt. **Det. Sales Mgrs.**—T. W. Anderson, F. D. Leonard, F. L. Seeley, 814 New Center bldg., Detroit 2, Mich.

RANDOLPH CORP., EARL, 78 Prospect st., New Bedford, Mass. Grilles, truck gates, truck steps, grab handles. Samuel R. Mickelson, pres.; David S. Mickelson, asst. treas., pur. agt.; Fred Hall, works mgr.; George Martin, chief engr.; Hyman Marinoff, traf. mgr.

RANKIN MFG. CO., First and Iowa sts., Cedar Falls, Ia. Automobile seat covers. R. V. Rankin, pres.; A. C. Kies, vice-pres.; C. R. Haizmann, contr., gen. mgr. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia.

RAPID TOOL & MFG. CO., 340 Fairbanks N. E., Grand Rapids, Mich. Safe-T-belts for cars, trucks and buses, replacement parts. Ford, Plymouth, Dodge, Lincoln, Mercury, Buick and Oldsmobile door handle guards. Arthur C. Doering, pres.; Mary Rouss, secy. and treas. **Adv. Agcy.**—Lou Mahacek Art Agcy., Grand Rapids, Mich.

RATHBONE, HAIR AND RIDGWAY BOX CO., 1440 W. 21st place, Chicago 9, Ill. Wirebond, wood, corrugated containers. R. F. Miles, pres.; A. E. Hackbarth, secy., treas., vice-pres.; J. C. Brill, vice-pres. sales; J. C. Chatman, vice-pres. mfg.; F. D. Hussian, vice-pres. traffic. **Adv. Agcy.**—Richard Morton Co., Chicago, Ill. Russell Girardin, acct. exec.

RAYBESTOS DIV., of Raybestos-Manhattan, Inc., 75 E. Main st., Stratford, Conn. Brake lining, lined brake shoes, clutch facings, automatic transmission, master overhaul kits, fan belts, radiator hose, car mats, packings. J. F. D. Rohrbach, pres.; W. S. Simpson, vice-pres., gen. mgr.; J. L. McGovern jr., sales mgr.; R. C. Calderone, adv. mgr.; J. W. Brush jr., mgr. spec. prod.; D. E. Cunningham, asst. sales mgr.; A. K. Litchfield, chief sales engr.; J. E. Reagan, pur. agt.; J. H. Marsh, traf. mgr. **Det. Rep.** — Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit, Mich. **Adv. Agcy.** — Gray & Rogers, Philadelphia, Pa. Sherman G. Landers, acct. exec.

RAYBESTOS-MANHATTAN, INC., 61 Willett st., Passaic, N. J. Brake linings, brake blocks, clutch facings; friction material for automatic transmissions; V-belts; radiator, hydraulic, air and booster brake, and windshield wiper hose for automobiles, trucks, buses, airplanes, farm tractors and implements, earthmoving and industrial equipment; hydraulic brake parts, belting, hose, molded rubber and nylon parts, and specialized industrial rubber goods; rubber covered equipment; abrasive and diamond wheels; asbestos, rubber, metallic, flax and plastic packings, asbestos textiles, engineered plastic and sintered metal products. J. F. D. Rohrbach, pres.; G. W. Marshall jr., vice-pres., asbestos products sales; H. H. Burrows, vice-pres. Rubber sales; W. S. Simpson, vice-pres. and secy., J. E. Cole, sales mgr., equipment sales; F. A. Miller, dir. mktg. and mdse. **Det. Rep.** — Raybestoes-Manhattan, Inc., 620 Fisher bldg., Detroit 2, Mich.

RAYCO MFG. CO., 220 Straight st., Patterson 1, N. J. Automobile seat covers, convertible tops, miscellaneous automobile accessories. Joseph Weiss, pres.; Julius M. Stern, secy., treas.; Aaron L. Rubin, dir. of pers.; Martin Nosenchuk, dir. of arch., engr. and display div.; M. H. Broffman, plant mgr., Pawtucket; Edward Ferber, plant mgr., Paterson; Stanley Leipzig, adv. and sales prom.; Julius Rudominer, vice-pres. mdse.; Irving Levine, asst. to the pres.; S. Schatzberg, pur. agt.; S. I. Bader, vice-pres., franchise div.; Peter Schwartz, vice-pres., real estate div.; Eli Goldberg, dir. of research. **Adv. Agcy.** — Emil Mogul Co., Inc., New York, N. Y.

RAYFLEX FABRICS, INC., 20 W. 37th st., New York 18. Elastic seat cover fabrics. W. E. Ross, pres.; L. A. Schneider, vice-pres., sales mgr. **Adv. Agcy.**—D. J. Ferro Associates, D. J. Ferro, acct. exec.

RAYMOND MFG. CO., Div. Associated Spring Corp., 226 S. Center st., Corry, Pa. Coil springs, metal stampings, wire forms, expansion plugs, valve locks and springs, clutch and brake springs, miscellaneous replacement springs, small screw machine products. Carlyle F. Barnes, pres.; Alden C. Purrington, vice-pres., treas.; S. Russell Mink, secy.; E. W. Feldt, gen. mgr.; H. H. Heerlein, works mgr.; L. Stowe, sales mgr., mdse. div.; R. L. Reed, asst. sales mgr., mdse. div.; E. G. Crapser jr., adv. mgr., mdse. div.; L. Stowe, serv. mgr., mdse. div.; L. Chase, chief engr.; C. H. Holden, pur. agt.; L. Danner, asst. pur. agt. **Adv. Agcy.**—The Davis Press, Inc., Worcester 8, Mass.

RAY-O-VAC CO., 212 E. Washington ave., Madison 10, Wis. Flashlights, lanterns, head lights, batteries. D. W. Tyrrell, chmn. of bd., pres.; J. A. McIlnay, vice-pres. of sales; E. B. Ott, vice-pres.; J. C. Ryan, vice-pres. of operations; Owen R. Slauson, dist. sales mgr.; F. A. Blake, southern sales mgr.; N. F. Trover, eastern sales mgr.; R. M. Taylor, western sales mgr.; W. L. Bender, midwest sales mgr.; A. M. Anderson, mdse. mgr. **Det. Rep.**—F. J. Coleman, 4604 Harford rd., Toledo 12, O. **Adv. Agcy.**—H. H. Monk and Associates, Rockford, Ill.

READING BATTERIES, INC., 4700 Fifth St. hwy., Reading Pa. Storage batteries. J. Turner Moore jr., pres. and gen. mgr.; George B. Gaul, vice-pres., admin., treas., secy.; Carl G. Reetz, dir. of engrg., prod.; Harry Hutz, research and development; C. A. Deguci, dir. aircraft battery sales; Francis J. Spatz, adv. and prom. dir.; LeRoy F. Groff, dir. procurement; E. Jeffrey Shea, automotive battery sales dir.; Frederick A. Grube, dir. spec. battery sales; Robert O. Floren, cust. serv. mgr.

READING TIRE MACHINERY CO., 1100 S. Hawthorne blvd., Hawthorne, Calif. Manufacturer of patented tire cementing machine for the recapper, tire building equipment, tire spray and painting machinery, tire spinners and camelback rack. Ralph R. Reading, pres.; Glay Myers, contr.; James G. Moore, prod. mgr.; **Det. Rep.**—Myers Tire Supply, Akron, O. **Adv. Agcy.** — Mann Advertising Agency, 1646 Wilshire blvd., Los Angeles 7, Calif.

RECTOR INTERNATIONAL CORP., 551 Fifth ave., New York 17, N. Y. Genuine automobile parts and acces. replacement parts and acces., tires, batteries, brake fluid. Hugo H. Stern, pres.; Harold P. Stern, vice-pres.

REDALL INDUSTRIES, 30458 Groesbeck hwy., Roseville, Mich. Stainless steel custom and universal door edge trim molding, and production and sample manufacturing. Earl Halladay, pres., gen. mgr. and sales mgr.; Kenneth Bowlby, vice-pres., chief engr. and works mgr.; Fred Moore, secy.-treas. **Det. Rep.**—James Hearn.

RED COMET, INC., Red Comet bldg., Littleton, Colo. Automatic and manual fire extinguishers. Marshall F. Norling, pres., gen. mgr.; A. W. Slocum, vice-pres. charge of sales; James F. Norling, vice-pres. charge of res.; Charles A. Haskell, secy.; Max G. Brooks, treas.; Dale Wehrly, works mgr.; Jack Ware, adv. mgr.; Charles Brohawn, chief engr.; Leon K. Wilson, pur. agt. **Adv. Agcy.**—Rand-Ries, Cincinnati, O.

RED DEVIL TOOLS, 130 Colt st., Irvington 11 N. J. Paint conditioners, putty knives and wall scrapers, razor blade scrapers, license plate fasteners, carbide and lucite (windshield) scrapers, sandpaper holders. George L. Lee, pres.; John L. Lee, vice-pres., sales mgr.; Ann Fleg, secy.; George L. Lee jr., treas.; John Fancher, works mgr.; Robert P. Orr, adv. mgr.; Howard Dubanowich, serv. parts and acc. mgr.; Leland J. Fancher, chief engr.; Joseph Montgomery, traf. mgr. **Det. Rep.**—Les Orrell, 611 W. Adams st., Chicago, Ill. **Adv. Agcy.**—O. S. Tyson & Co., New York, N. Y. Irwin W. Tyson, acct. exec.

REDEX, INC., 493 Flushing ave., Brooklyn 5, N. Y. Oil additive and automotive test tune instruments. Wayne V. Myers, pres.; H. L. Stevinson, vice-pres.; J. F. McGroarty, secy., treas., gen. mgr. **Adv. Agcy.**—The Furman Co., 214 E. 26th st., New York, N. Y.

REDMOND CO., INC., Owosso, Mich. Shaded pole induction motors, series motors, electric windshield wipers, dynamotors, inverters, blowers. James W. Tweedy, pres. and gen. mgr.; R. E. Drury, dir. mfg. and personnel; B. J. Farrell, gen. sales mgr.; M. J. Koenig, mgr. adv., mkt. research; Jack Dvorak, treas.; R. Trefz, comptr.; Glen Baumhardt, dir. of pur.; Ed Latta, senior engr., special products engrg.; John Howes, dir. of engrg.; Frank Ross, traf. mgr. **Adv. Agcy.**—Marvin Hahn, Inc., Detroit 2, Mich.

REED-PRENTICE CORP., 677 Cambridge st., Worcester 4, Mass. Plastic injection molding machines, die casting machines, engine, toolroom and automatic production lathes, vertical milling machines. Donald H. Dalbeck, pres., treas.; J. Joseph Kelly, vice-pres., sales; J. F. McIntyre jr., vice-pres., works mgr.; I. G. Freeman, vice-pres., engrg. and mfg.; John Bush, plant mgr.; D. R. Fegley, chief engr.; L. S. Case, prod. mgr.; John Thompson, prod. planning mgr.; L. A. Franks, pur. agt.; H. T. Thayer, asst. pur. agt.; L. LaCava, traf. mgr.; G. Dagon, factory supt.; G. W. McIntyre jr., adv. mgr. **Det. Branch Off.** — Reed-Prentice Corp., 2842 W. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., 230 Park ave., New York 17, N. Y.

REEVES BROTHERS, INC., 54 Worth st., New York 13, N. Y. Auto seat cover fabrics, synthetic fabrics for auto upholstery and truck tarpaulins. John E. Reeves, pres.; Alfred Russell, sales mgr. of Reevar; A. W. Flur, sales mgr. Reeves synthetic fabrics; Dale McKnight, sales mgr., Vulcan Rubber prod. div.; Charles F. Schroeder, adv. mgr. **Det. Rep.**—Dunn Textile Co., Maccabees bldg., Detroit, Mich.

REGAL MOTOR PRODUCTS, INC., 6325 Grand River, Detroit 8, Mich. Mouldings for fenders, doors, grilles, body sills, hydraulic parts, headlight assemblies handles, and rims. M. L. Fruman, pres.; J. H. Pearlman, vice-pres.; J. S. Fruman, treas.

REGNA CASH REGISTERS, INC., 175 Fifth ave., New York 10, N. Y. Regna cash registers, adding machine and cashier. Jorgen S. Lien, pres.; Knut Borge, vice-pres.; treas., gen. mgr., pub. rel. mgr.; Rose Burti, secy., export mgr., sales mgr; Arvid Urdal, serv. mgr., chief engr.; Walter Mahoney, serv. supvr., parts and access. mgr. **Det. Rep.**—National Service Supply Co., 2974 Michigan ave. **Adv. Agcy.**—Richard & Gunther Inc., New York, N. Y.

REILLY TAR & CHEMICAL CORP., 1615 Merchant Bank bldg., Indianapolis 4, Ind. Brake linings, steel pickling, vapor degreasing and boiler cleaning. C. B. Edwards,

(Continued on Page 262)

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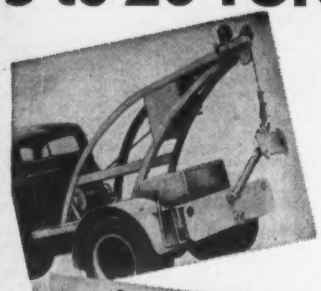

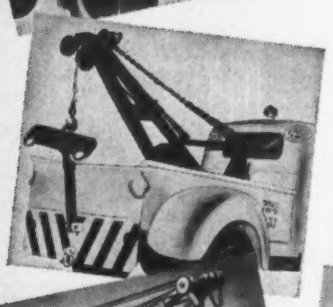

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(Continued from Page 261)

pres.; P. C. Reilly, vice-pres., treas.; R. J. Wechsler, secy.; J. H. Barnett jr., gen. sales mgr.; C. A. Fisher, works mgr.; H. E. Whitmore, sales mgr.; H. agt.; George Nearpass, traf. mgr.; R. J. Boyle, pub. rel. mgr. Det. Rep.—A. F. McDonald, 3201 Independence rd., Cleveland, O. Adv. Agcy.—The House of J. Hayden Twiss, New York, N. Y.

REMINGTON CO., Div. of Herring-Hall-Marvin Safe Co., 1550 Grand blvd., Hamilton, O. Steel tool cabinets and tool chests. Warren Mosman, pres.; Ray Hutzelman, sales mgr.. Det. Rep.—Cliff Johns Sales Co., P. O. Box 116, Lake Orion, Mich. Adv. Agcy.—Rowe & Wyman Company, 3800 Reading rd., Cincinnati 29, O.

REMINGTON RAND Div. of Sperry Rand Corp., 315 Fourth ave., New York 10, N. Y. Electronic data processing equipment, punched-card tabulating machines, calculating machines, adding machines, electric typewriters, contact photographic printers, loose-leaf accounting systems, photo-copy cameras, safe-cabinets, and safe-files, accounting machines, microfilm machines, library and office furniture, standard typewriters, Dexigraph cameras, catalog and ring binders, filing systems and service, duplicating supplies, stencils, Kardex visible systems, noiseless typewriters, typewriter ribbons and carbons, Line-a-Time copy-holders, portable typewriters, electric shavers, photograph projection papers. J. H. Rand, pres.; J. A. W. Simson, secy.; G. W. Banks, treas.; S. H. Ensinger, adv. mgr.; F. J. Atwood, pur. agt. Adv. Agcy.—Leeford Adv. Agency, New York 16, N. Y. Ken Lee, acct. exec.

RENAULT SELLING BRANCH, INC., 270 Park ave., New York 17, N. Y. Automobiles, trucks, farm tractors, buses, diesel locomotives. Pierre Meilhan, pres.; Robert L. Lamaison, vice-pres., regional dir.; James E. Hughes, secy.; Henry E. Greene, treas.; Kenneth C. Howard, U. S. A. mgr.; Francois Thore, parts and serv. mgr.; Henry L. Brownback, chief engr. Adv. Agcy.—Mann-Ellis, Inc., 201 East 57th st., New York 22, N. Y. Kurt Mann, acct. exec.

RENIE METAL PRODUCTS CORP., 396 Buffalo st., P. O. Box 344, Mansfield, O. Steel storage cabinets, parts bins, lockers, counters. P. G. Renie, pres. and treas.; Marie N. Renie, secy.; Robert Renie, works mgr.

REO MOTORS, INC., 1331 S. Washington, Lansing 20, Mich. Medium and heavy duty trucks, school bus chassis. John C. Tooker, pres.; J. J. Dervin, vice-pres., asst. to pres. and dir. of material; R. J. Darragh, vice-pres., treas.; J. L. Adams, vice-pres., sales; A. W. Zimmer, vice-pres., prod.; William Walworth, vice-pres., engrg.; R. F. McKim, secy.; E. W. Schraft, comptr.; C. E. VanCott, adv. mgr.; C. C. Canny, dir. of pub. rel.; P. H. Hamelink, parts serv. mgr. Det. Factory Branch—Reo Motors, Inc., 3607-29 Michigan ave., Detroit, Mich. Adv. Agcy.—Zimmer, Keller and Calvert, Inc., Detroit, Mich.

REPUBLIC GEAR CO., 2197 Beaufait ave., Detroit 7, Mich. Ring and pinion gears, differential cases and internal parts, transmission gears, flywheel starter gears, cylinder heads, timing gears, axle shafts, timing chains, universal joints, automatic transmission parts and tools for servicing automatic transmissions. H. S. Ries, pres.; S. S. Richhart, secy-treas.; S. S. Gordon, asst. to the pres.; A. Drucker, export mgr.; W. E. Zimmie, traf. mgr. Det. Rep.—L. K. Seward, 2197 Beaufait ave., Detroit 7, Mich. Adv. Agcy.—Gray & Kilgore, Inc. Advertising Agency, Detroit, Mich.

REPUBLIC RUBBER DIV., Lee Rubber & Tire Corp., Albert st., Youngstown 1, O. Belting, hose, packing, molded goods, extruded products. A. A. Garthwaite, pres.; E. M. Ikirt, gen. mgr.; R. W. Deemer, works mgr.; G. L. Smith, gen. sales mgr.; H. H. Sprinkle, asst. sales; J. M. Hughes, adv. mgr., sales development mgr.; C. E. McCormick, chief engr.; P. S. Kirchner, pur. agt.; C. Mohler, traf. mgr. Det. Rep.—E. J. Scwartz, 801 New Center bldg. Adv. Agcy.—Meek & Thomas, Inc., Youngstown, O.

REPUBLIC STEEL CORP., Republic bldg., Cleveland 1, O. Carbon, alloy and stainless steels, titanium metal and alloys, iron powder, semi-finished, bars, sheets, strip, plates, pipe, tubing, wire products, tin plate, pig iron, steel building products, bolts, nuts, rivets, tire chains, fabricated steel products, steel drainage products, steel containers, pressed steel products. C. M. White, pres.; T. F. Patton, asst pres. and 1st vice-pres.; Norman W. Foy, vice-pres., sales; E. R. Johnson, vice-pres., oper.; W. W. Hancock, vice-pres., fin. and secy.; Peter Robertson, vice-pres., planning and dev.; G. M. Feiel, compt.; H. C. Lumb, gen. counsel; W. B. Boyer, treas.; L. S. Hamaker, S. A. Crabtree, R. W. Helms, asst. gen. mgrs., sales; J. V. Burley, asst. gen. mgr. sales; C. W. Ruth, dir. of adv.; H. H. Oldham, asst. dir. of adv.; W. T. Adams, gen. pur. agt.; R. A. Eldridge, traf. mgr.; E. S. Bowerfind, dir. of pub. rel. Det. Rep.—G. F. Hess. Adv. Agcy. — Meldrum & Fewsmith, Inc., Cleveland, O. J. C. Clawson, acct. exec.

REPUBLIC STEEL CORP., Bolt and Chain Div., 1970 Carter rd., Cleveland 13, O. Car, truck, and tractor tire chains and accessories, tow chains, chain slings and truck chain gates. Bolts and nuts in all standard and special shapes, sizes, alloys and finishes. H. A. Craig, gen. sales mgr.; H. D. Burdick, asst. gen. sales mgr. automotive sales. Adv. Agcy.—Meldrum & Fewsmith, Cleveland, O. J. C. Clawson, acct. exec.

REPUBLIC STEEL CORP., Pressed Steel Div., 6100 Truscon ave., Cleveland 27, O. Automotive frame parts, axle housings, steel stampings (heavy and light gage), foundry flasks, corrugated boxes, skids, pallets, and Collaps-a-tainer. F. F. Malcher, gen. sales mgr. Det. Rep.—T. G. Watkins, Republic Steel Corp., Park Ave. bldg., 2011 Park ave., Detroit 26, Mich. Adv. Agcy—Meldrum & Fewsmith, Cleveland O. J. C. Clawson acct. exec.

RESISTOFLEX CORP., Roseland, N. J. Gasoline, fuel, oil, refrigerant hose assemblies; aircraft hose and fittings; teflon rods, tubes, sheets and molded parts. Edgar S. Peierls, pres.; H. E. Krebs, vice-pres., chge. sales; F. V. Smith, secy.; J. M. Gentile, treas.; A. N. St. John, vice-pres., planning and development; H. H. Wulff, mgr. ind. sales; R. Atkins, pur. agt. Det. Rep.—A. A. Reed, P. O. Box 11, Royal Oak, Mich. Adv. Agcy.—Rickard & Co., 11 East 36th st., N. Y. 16.

RESOLUTE INSURANCE CO., 83 Chapel st., Hartford 2, Conn. Physical damage insurance coverages on financed motor vehicles and mobile homes for independent finance and loan companies, banks, automobile and mobile home dealers financing their own time sales. E. K. Scribner, pres.; Allen C. Ward, vice-pres.; Kenneth H. Field, treas.; Lewis Armao, secy.; Emma Dovin, Richard Friel, William Healy, George W. Salzer, asst. secretaries; John C. Blackall, resident counsel.

REVERE COPPER & BRASS, INC., 230 Park ave., New York 17, N. Y. Copper and red brass for radiators; tubing for fuel, oil, gauge lines; brass for lamps, bearing shells, small parts, terminals, screws, bolts, nuts, hub caps, decorations, name plates, etc., aluminum alloy tubing, extruded shapes, coiled sheet and forgings; electric welded steel tube for exhaust and tail pipes, torque tubes, steering columns. J. M. Kennedy, chmn. of bd. and chief exec, off.; C. A. Macfie, pres., R. P. Winberg, vice-pres., gen. sales mgr.; J. S. Fidler, secy.; A. E. McCormick, treas.; N. A. Schuele, adv. and pub. rel. mgr.; D. F. Haggerty, asst. adv. mgr.; C. C. Felton, vice-pres., pur. agt. (metals). Det. Rep.—Revere Michigan Div., 5851 W. Jefferson ave., Detroit 9, Mich. Adv. Agcy. — St. Georges & Keyes, Inc., New York 17, N. Y. S. J. Keyes, acct. exec.

REX METAL PARTS CO., 1295 W. 78th st., Cleveland 2, O. Fenders, grilles, license plate holders, beaver tails, hoods, continuous type piano hinges, ventilators. Louis Konrad, pres.; E. M. McGuire, pur. agt.

REYNOLDS METALS CO., 2500 S. 3rd st., Louisville 1, Ky. Aluminum mill products; pig and ingot, wire, rod, bar, screw machine stock; sheet, coil, plate, embossed sheet; extruded shapes, architectural shapes, structural shapes, pipe, tubing, powders and pastes; stamped and drawn parts, protective foil; aluminum yarn, parts fabrication, building products. R. S. Reynolds jr., pres.; D. P. Reynolds, vice-pres., sales; Allyn Dillard, secy.; Calvin Coghill, treas.; D. F. Beard, gen. dir. adv.; Ray Christensen, dir. ind. adv.; M. W. Henry, gen. pur. agt.; J. I. Snead, traf. mgr.; Keen Johnson, vice-pres. chge. pub. rel. Det. Rep.—Y. D. Yager, Fisher bldg. Adv. Agcy.—Clinton E. Frank, Inc., Merchandise Mart, Chicago, Ill. W. M. Grinstead, acct. exec.

REYNOLDS & REYNOLDS CO., Dayton 1, O. Standard accounting systems, inventory control systems, owner follow-up systems, service dispatcher systems, payroll systems, prospect systems, dealer stationery, checks and repair orders. R. H. Grant jr., pres.; Frank Pfeiffer, exec. vice-pres., gen. mgr.; C. J. Seifert, vice-pres.; Russell Cosby, secy.-treas.; Gordon Rohde, vice-pres., chge. production; W. G. Pfeiffer, vice-pres., chge. of sales; G. W. Gross, dir. adv. and research; Ted Wooten, pur. agt. Det. Rep. — C. J. Seifert. Adv. Agcy.—Weber, Geiger & Kalat, Inc., Dayton, O. H. C. Weber, acct. exec.

RHODES, INC., M. H., 30 Bartholomew ave., Hartford 6, Conn. Kar-lite switch, timers and time switches. M. H. Rhodes jr., pres.; E. J. Doyle, vice-pres.; E. M. Sanderson, secy., pur. agt.; A. B. Rucci, treas.; D. Swanson, works mgr.; F. Kosowicz, sales mgr.; W. Lofstrand, chief engr.; W. Lagano, traf. mgr. Det. Rep. —Ray Crosier, 15 Lawrence st., Detroit, Mich Adv. Agcy. — Julian Gross Adv. Agcy., 11 Asylum st., Hartford, Conn.

RICHARDSON CO., THE, 2645 Lake st., Melrose Park, Ill. Molded plastic products, laminated sheet, rods and tubes, fabricated parts, molded laminates. J. C. Richardson, secy., adv. mgr.; R. W. Jorgensen, sales mgr.; Det. Rep.—Stanley L. Lundsten, 13730 W. Eight Mile rd., Oak Park 37, Mich. Adv. Agcy.—Fenshoit Adv. Agency, Chicago, Ill. R. S. Aitchison, acct. exec.

RICE CHADWICK RUBBER CO., Box 125, Killbuck, O. Extruded rubber products. Maurice W. Chadwick, pres. and sales mgr.; Frank E. Rice, vice-pres. and treas.; J. R. Keyser, secy.; J. Rex Keyser, fac. mgr. Det. Rep.—Warren Pease and Co., 20001 James Couzens hwy.

RIGIDIZED METALS CORP., 716 Ohio st., Buffalo 3, N. Y. Design-strengthened and textured metal. Richard S. Smith, pres.; Robert G. Leary, vice-pres., sales mgr.; Catherine Galleciez, secy.; Donald H. Campbell, vice-pres. and treas.; Earl S. Dehn, asst. sales; John E. Hayes, adv. mgr.; Eugene P. Thomas, chief engr.; Richard Sampson, pur. agt. Det. Rep.—Fred A. Leisen, 623 Fisher bldg., Detroit 2, Mich. Adv. Agcy.—Melvin F. Hall Adv. Inc., Buffalo 2, N. Y. Dolph Lindgren, acct. exec.

RIKER MFG., 4809 N. Detroit ave., Toledo 12, O. Heavy duty mufflers, diesel stacks, exhaust system acces. W. F. Riker, pres.; L. D. Riker, vice-pres. Det. Rep.—W. A. Bottle Sales Co., 14343 Forrer ave.

RINCK-McILWAINE, INC., 16 Hudson st., New York 13, N. Y. Walter Rinck, pres., gen. and sales mgr.; John J. McGucklin, vice-pres. and works mgr.; George W. McIlwaine, secy.-treas. Adv. Agcy. — R.A.F. Advertising Agency, New York, N. Y.

RING-WALD PRODUCTS, 123 N. Lowry ave., Springfield, O. Manufacturers of school bus safety devices.

RINSHED-MASON CO., 5935 Milford st., Detroit 10, Mich. Lacquers, enamels, undercoats and thinners. Frederick G. Weed, pres.; W. R. Barrett, vice-pres. and gen. mgr.; J. R. Mason, vice-pres. and mgr. of refinish div.; L. Frohberg, vice-pres. in chge. of sales. Adv. Agcy. — Hall-Scott Advertising, 2924 West Grand blvd., Detroit 2, Mich. John Rogers, acct. exec.

RITE TOOL CO., INC., 136 Pocasset st., Fall River, Mass. Hand lathe for turning and undercutting automotive and other small armatures. Seabury B. Waring, pres., treas.; Ray C. Westgate, secy.

RIVERSIDE WELDING WORKS, 1230 Clinton ave., St. Clair, Mich. Safety fuel tanks for trucking industry. T. R. Cartwright, owner. Adv. Agcy.—Carson & Hutto Mfg. Rep., P. O. Box 504, Kent, O.

ROADWAY MOUNTING & EQUIPMENT CO., INC., 21177 Mound rd., P. O. Box 164, Van Dyke, Mich. Truck bodies and accessories. Leonard J. Marquis, pres.; Charles D. Mosier, vice-pres.; Agnes C. Marquis, secy.-treas.

ROBBINS CO., JIM, Stephenson hwy. at 14 Mile rd., Royal Oak, Mich. Airfoil Bug and Snow Deflectors, Molded Plastics, full view Anti-Static Plastic Polish, sunfoil Mirror Visors. J. M. Robbins, pres.; A. F. Robbins, vice-pres.; B. White, treas.; H. G. Michael, gen. mgr.; S. Simcak, prod. mgr.; W. Johnson, sales mgr.

ROBERK CO., Miller ave., Norwalk, Conn. Rear view mirrors. Joseph M. Robins, pres.; Norman Berke, vice-pres., sales mgr.; Louis Nagy, works mgr.; Max Robins, pur. agt.

ROBERTS FLEXIBLE HOSE CO., INC., 105 N. Washington ave., Cedarburg, Wis. Flexible radiator hose, wire reinforced. Gilbert M. Schucht, gen. mgr.

ROBERTS TOLEDO RUBBER CO., 1200 Prospect ave. & M. C. R. R., Toledo 6, O. Mechanical industrial rubber products. Robert Roberts, pres., gen. mgr., sales mgr.; H. R. Packard, asst. secy.; P. R. Roberts, secy.-treas.; L. E. Rhodes, chief chemist; H. V. Rogers, rubber development engr.; R. C. Schrinel, traf. mgr.; K. L. Smith, pub. rel. mgr. Det. Rep.—R. B. Harper & Co., John Dudley, 814 Fisher bldg., Detroit, Mich.

ROBOTYPER CORP., 125 East Allen, Hendersonville, N. C. Automatic letter-writing equipment. D. C. Griffin, pres.; L. V. Oxley, vice-pres., chief engr.; Robert B. Miller, secy.; Patrick W. Gallagher, treas.; Harold B. Blythe, pur. agt. Det. Rep.—Royal Typewriter Co., 5953 Woodward ave., Detroit 2, Mich. Adv. Agcy.

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Who's Who in the Auto Industry

(Continued from Page 262)

—Ayer & Gillett, Inc., 1022 South Tryon st., Charlotte, N. C.

ROCHESTER MFG. CO., INC., Rockwood, Rochester 10, N. Y. Oil pressure gauges, water temperature gauges, fuel level gauges, ammeters. William Mulcahy, chmn. of bd.; A. H. Ottman, pres. and gen. mgr.; Clark L. Hastings, vice-pres., chge. sales; Warren W. Hastings, vice-pres., plant mgr.; David McEwen, sales mgr.; Wm. Chase, adv. mgr.; Robt. Morgan, chief engr.; L. A. Mumford, pur. agt. **Adv. Agcy.**—Hutchins Adv. Co., Inc., Rochester, N. Y. Stuart Rice, acct. exec.

ROCHESTER PRODUCTS DIV., General Motors Corp., 1000 Lexington ave., Rochester 3, N. Y. Carburetors, cigarette lighters, steel tubing. Howard W. Brandt, gen. mgr.; F. Dean Lowell, sales mgr.; John P. Nally, adv. mgr.; K. F. Lingg, serv., parts and acces. mgr.; E. Olson, chief engr.; S. W. Aman, pur. agt. J. P. Cahill, traf. mgr.; J. S. Heughes, pub. rel. mgr. **Det. Rep.**—H. E. Stahl, Melwood bldg., 8316 N. Woodward ave. **Adv. Agcy.**—D. P. Brother and Co., Detroit, Mich. R. H. Iliff, acct. exec.

ROCKFORD CLUTCH DIV., Borg-Warner Corp., 18th ave. and 9th st., Rockford, Ill. Automotive clutches, industrial clutches and power take-offs. H. L. Emerson, pres. and gen. mgr.; G. L. Christianson, exec. vice-pres.; R. A. Carlson, vice-pres., engrg.; E. R. Williams, sales mgr.; F. M. Palmquist, secy.-treas.; M. E. Carlson, works mgr.; C. H. Garmager, dir. of engrg. and research; A. H. Anderson, chief products engr.; C. G. Knott, pur. agt. **Det. Rep.**—A. M. Reibitz, 7-234 General Motors bldg., Detroit. **Adv. Agcy.**—Midwest Adv. Agency, Rockford, Ill.

ROCKWELL SPRING AND AXLE CO., Coraopolis, Pa. Bumpers, universal joints, springs, cushions, axles, gears, transmissions and brakes. W. F. Rockwell, chmn.; R. C. Enos, pres.; C. J. Queenan, vice-pres.; E. L. Severing, secy.; W. Ballilette, treas.; C. B. Black, sales mgr.; M. B. Hammond, adv. mgr. **Det. Rep.**—C. B. Black, 1217 Fisher bldg., **Adv. Agcy.**—MacFarland, Aveyard and Co., 333 North Michigan ave., Chicago, Ill.

RODMAN MFG. CO., INC., 105 S. Gorham st., Jackson, Mich. "Grip-On" mechanic's protective work covers; seat covers, fender covers, steering wheel covers, utility covers (floor mat covers, battery covers, etc.). M. S. Rodman sr., pres., gen. mgr.; M. S. Rodman jr., vice-pres., gen. sales mgr.: Wilhelmina Rodman, secy.-treas.

ROHM & HAAS CO., Washington Square, Philadelphia 5, Pa. Plexiglas sheets and molding powders. Otto Haas, pres.; Dr. D. S. Frederick, vice-pres.; F. J. Rarig, acting secy.; Dr. F. O. Haas, exec. vice-pres.; W. T. McClintock, treas.; Dr. D. A. Rothrock, sales mgr.; N. G. Wedemeyer, asst. sales mgr.; R. P. Goodale, adv. mgr.; B. Post, asst. adv. mgr.; P. J. Clarke, pur. agt. **Det Rep.**—R. C. Oglesby, Nor-Way bldg., 20211 Greenfield rd., Detroit 35, Mich. **Adv. Agcy.**—John Falkner Arndt & Co., Philadelphia, Pa. R. N. D. Arndt, acct. exec.

ROLLER BEARING CO. OF AMERICA, Sullivan Way, West Trenton, N. J. Cylindrical roller bearings. Raymond E. Trainer, pres., gen. mgr.; Francis H. Trainer, vice-pres., works mgr.; Robert V. Trainer, secy.; Edward C. Trainer, treas.; E. M. Scribner, asst. sales mgr.; Victor L. Barr, chief engr.; Richard J. McCoy, pur. agt.; James J. Grace, sales mgr. repl. div.

ROLLWAY BEARING CO., INC., 541 Seymour st., Syracuse 4, N. Y. Cylindrical roller bearings, radial and thrust. H. F. Hodgkins, pres.; J. D. Williams, vice-pres. and gen. mgr.; A. Alven, sales mgr.; E. R. Francis, asst. sales; H. A. Pierce, adv. mgr.; H. E. Kaye, chief engr.; W. R. Bowes, pur. agt. **Det. Reps.**—H. C. Anderson, M. S. Kilsdonk, 550 Maccabees bldg. **Adv. Agcy.**—Barlow Advertising Agcy., Inc., Syracuse 1, N. Y. Hugh Goodhart, acct. exec.

ROOTES MOTORS, INC., 505 Park ave., New York 22, N. Y., 42-32 21st st., Long Island City 1, N. Y.; 9830 W. Pico blvd., Los Angeles, Calif. Concessionaires and sole importers of English made cars and trucks of the Rootes Group and The Rover Company (Hillman, Humber, Sunbeam, Rover Passenger Cars, Commer, Karrier and Land Rover commercial vehicles). Directors, William Rootes, Reginald Rootes, Brian Rootes, E. L. Frolich, P. C. A. Carpenter and J. T. Panks; secy.-treas., P. Lloyd-Owen; East Coast sales mgr., C. R. Melton; West Coast sales mgr., H. Henkel; Overseas sales mgr., R. A. Wimbush; East Coast serv. mgr., E. Grimshaw; West Coast serv. mgr., D. Bennett; East Coast parts mgr., R. Kessell; West Coast parts mgr., W. McKenzie; Retail sales mgr., G. Polcari; Retail serv. mgr., M. A. Gundersdorff, shipping mgr.; C. Bosch, pur. agt., F. DeSimone. **Adv. Agcy.**—Anderson & Cairns. Donald McVickar, acct. exec.

ROSS GEAR AND TOOL CO., INC., Lafayette, Ind. Steering gears for automobiles, buses, trucks, farm equipment, road machinery and boats. J. E. Jarrell, pres.; F. H. Davis, vice-pres.; E. E. Leitner, vice-pres. chge. of prod.; O. J. Norris, secy.-treas.; P. A. Newman, chief eng.; M. W. McConnell, pur. agt.; T. A. Decker, serv. mgr.; P. L. Hofmeister, dir. of ind. rel. **Adv. Agcy.**—Caldwell-Larkin & Sidener-Van Riper, Inc., Indianapolis, Ind.

ROTARY LIFT CO., 1054 Kansas, Memphis 2, Tenn. Automobile, mechanics' bus and truck lifts; special hydraulic lifting devices. Hugh Allan, pres.; Oliver Cathey, secy.; D. W. Humphreys, vice-pres.; Allan Robinson, vice-pres.; N. V. McDaniel jr., asst. sales mgr.; Roy Lippincott, sales mgr.; Dorothy Curd, adv. asst.; Frank Smith, serv. mgr.; J. B. Harrison, vice-pres., engrg.; Hugh Maxwell, chief engr.; W. E. Rier, pur. agt.; Mai Vorreyer, traf. mgr. **Det. Rep.**—T. G. Downey, Div. Mgr., 7310 Grand River ave., Room 118. Harvey Nestle, sales prom. mgr. **Adv. Agcy.**—Greenhaw & Rush, Inc., Memphis, Tenn. Holton Rush, acct. exec.

ROTTLER BORING BAR CO., 1221 Poplar pl., Seattle 44, Wash. C. T. Rottler, pres.; D. B. Rottler, secy., J. C. Rottler, treas. **Adv. Agcy.**—Advertising Counselors, Seattle, Wash.

ROWLAND, INC., WILLIAM & HARVEY, 1414 Fairmount ave., Philadelphia, Pa.; 449 Marietta st., N.W., Atlanta, Ga.; 419 Melwood st., Pittsburgh, Pa. Leaf springs, coil springs, helper springs, coil suspension parts, shock absorbers, ignition lines, fan belts, thermostats, piston rings, fuel pumps, carburetors, clutches, power-take-offs, power-take-off joints, universal joints, turn signals, reflectors, mirrors, safety lights, oilers, master and wheel cylinders, spray paint, fire extinguishers, cables and wire bulbs, auto chargers, brass fittings, fuel lines, gaskets and grease seals, water compounds, radiator fluids, fuel and radiator caps, creepers, Wix filters. Dr. William D. Gordon, pres.; Samuel Pflug, vice-pres.; G. Lavine, secy.-treas.

ROYAL METAL MFG. CO., 175 N. Michigan ave., Chicago 1, Ill. Waiting room furniture, storage and wardrobe cabinets, shelving (open and closed bin). Joseph K. Salomon, pres.; George Lautemann, vice-pres.; George H. Lowell, secy.-treas.; Carl Engstrom, works mgr.; B. C. (Ben) Berney, gen. sales mgr.; Ben Gordon, sales mgr.; E. Behrens, pur. agt. **Det. Rep.**—Carl Wois, 5440 Cass ave. **Adv. Agcy.**—William Hart Adler, 919 N. Michigan ave., Chicago, Ill. Bill Adler, acct. exec.

RPM PRODUCTS, INC., 17260 Gable ave., Detroit 12, Mich. Mouldings, stampings, assemblies. E. F. Mayne jr., pres., sales mgr.; J. Lee Rycenga, vice-pres., gen. mgr.; Fred Colombo, secy.; Charles E. Hull, engr.; M. Van Peteghem, prod. mgr. **Det. Rep.**—E. F. Mayne jr.

R-TIC AIRE CO., 106 W. 19th st., Kansas City 8, Mo. Automotive air conditioning. Frank Snyder, gen. mgr.

RUBATEX DIV., Great American Industries, Inc., Bedford, Va. Closed cell sponge rubber, open cell sponge rubber. R. A. Pritzker, pres.; W. J. Maxwell, vice-pres. and gen. mgr.; L. G. Norman, works mgr.; Robt. T. Dunlap jr., sales mgr.; King Daywalt, adv. mgr.; F. K. Ritter, plant engr.; Mary Dean, pur. agt.; J. A. Arthur jr., supervisor of shipping. **Det. Rep.**—R. B. Harper Co., 814 Fisher bldg.

RUBBER-SEAL PRODUCTS CO., INC., 29-43 W. Apple st., Dayton 2, O. Body sealing materials (adhesives, plastics, putties, guns, etc.) for waterproofing and dustproofing new and used automobiles. Roy T. Ellis, pres., treas, chief engr.; Mrs. Roy T. Ellis, vice-pres.; Andrew Iddings, secy.; Edsel M. Sheets, works mgr.; S. B. Carpenter, sales mgr.; E. L. Mehaffey, pur. agt.

RUEBY PROCESS, 284 Court st., Rochester 4, N. Y. Auto sign kit, decals, posters, plastic pennants, scotchlite emblems, used-car banners and window signs. Ray Rueby sr., pres.; Vincent Cappelino, gen. mgr.; Ray Rueby jr., sales mgr.; Robert M. Rueby, chief engr.; Jane Burke, pur. agt.

RUGER EQUIPMENT, INC., 615 W. Fourth st., Uhrichsville, O. Portable hydraulic floor cranes, truck-mounted hydraulic cranes. W. H. Davis, pres., treas., gen. mgr.; L. R. Aiken, vice-pres., works mgr. **Adv. Agcy.**—Merchandising, Inc., Newark, O. Ed Gallagher, acct. exec.

RUSSELL, BURDSALL & WARD BOLT AND NUT CO., Midland ave., Port Chester, N. Y. Plants at Coraopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Bolts, nuts, screws, rivets, washers. Evans Ward, chmn. of bd.; William E. Ward, pres. and gen. mgr.; Samuel N. Comly, exec. vice-pres.; Harry O. McCully, vice-pres. and sales mgr.; Robert H. Burdsall, vice-pres., secy., adv. and sales prom. mgr.; John B. Gates, treas.; R. A. MacDonald, chief engr.; P. M. Culyer, pur. agt. **Det. Rep.**—Aaron L. Evans, 7-169 General Motors bldg., Detroit, Mich. **Adv. Agcy.** — Marsteller, Rickard, Gebhardt and Reed, New York, N. Y. Howard Sharman, acct. exec.

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(Continued on Page 264)

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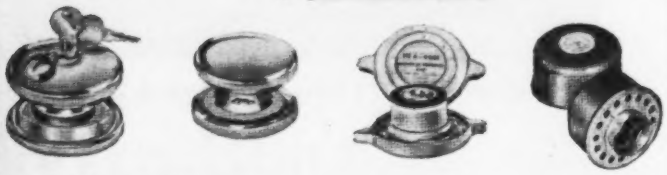

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(Continued from Page 263)

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SAGINAW STEERING GEAR DIV., General Motors Corp., 3900 Holland, Saginaw, Mich. Steering gears, steering linkages, propeller shafts, universal joints, ball bearing screw and nut assemblies. William H. Doerfner, gen. mgr.; O. William Habel, works mgr.; Fred M. Ison, sales mgr.; Wesley Mitts, asst. sales mgr.; C. W. Lincoln, chief engr.; Fred M. Cooper, pur. agt.; Bernard Rae, traf. mgr. **Adv. Agcy.**—D. P. Brother & Co., General Motors bldg., Detroit 2, Mich.

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(Continued on Page 267)

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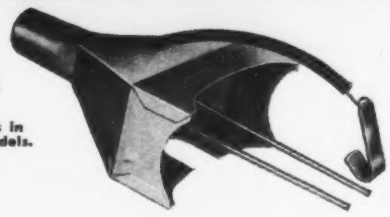

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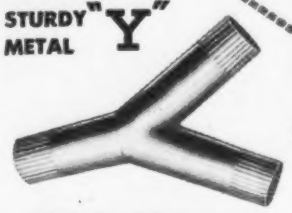

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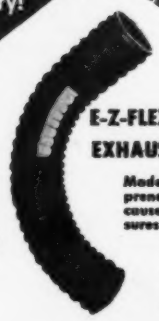

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(Continued from Page 266)

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SLEETEX CO., INC., 404 Fourth ave., New York 16, N. Y. Dual and single defroster blades, windshield wiper blades, hand squeegees, sponges and scrapers, plastic windshield covers, safety-lock for all car doors, automotive back-up buzzer. Edward C. Abdelnour, pres. and sales mgr.; Mitchel E. Hadad, vice-pres. and treas.; H. Hadad, secy.; Philip Mahfouz, works mgr. **Adv. Agcy.**—Furman Co., New York, N. Y.

SMASH-PROOF CO., 6000 State ave., Ashtabula, O. Garage creepers, garage creeper casters, mechanic's seat. Reed O. Hulbert, pres.; **Det. Rep.**— E. C. Imonen, 20203 Hubbard rd., Livonia, Mich. **Adv. Agcy.**—Ads-Up Co., Box 103, Ashtabula, O.

SMITH WELDING EQUIPMENT CORP., 2633 Fourth st., S. E. Minneapolis 14, Minn. Welding and cutting torches, outfits, regulators, soldering torches, A. C. transformer type arc welders. L. L. McBurney, pres., treas.; J. E. Smith, vice-pres., secy.; R. A. Swanson, works mgr.; N. L. Andrus, sales mgr.; N. N. Canfield, adv. mgr;, sales prom. mgr.; R. T. Dvorak, serv. mgr.; Tage Falk, chief engr.; E. B. Johnson, pur. agt. **Adv. Agcy.**—Savage-Lewis Inc., Minneapolis, Minn. Harvey Kruse, acct. exec.

SMOOTH-ON MANUFACTURING CO., 572 Communipaw ave., Jersey City 4, N. J. Smooth-On iron cements, aluminum, brass cements and epoxy resin body repair compounds. Henry M. Silver, pres.; J. Haviland Tompkins, vice-pres., treas. and chief engr.; George G. Tennant jr., secy.; Henry M. Silver, pur. agt.; Joseph Gerwer, traf. mgr. **Adv. Agcy.**—Michel-Cather, Inc., 2 Park ave., New York 16, N. Y. William Cather III, acct. exec.

SNAP-ON TOOLS CORP., 8028 28th ave., Kenosha, Wis. Socket wrenches, metal tool boxes, open end wrenches, boxocket wrenches, pliers, punches and chisels, electric drills, sanders and bench grinders, miscellaneous hand tools and shop equipment items. Joseph Johnson, pres.; Rogers Palmer, V. M. Cain, A. Jensen, W. W. Daniel, vice-presidents; R. L. Grover, secy.; W. C. Nemitz, treas.; A. M. Jensen, works mgr.; Rogers Palmer, sales mgr.; John Conron, sales prom. mgr.; Geo. A. Smith, adv. mgr.; G. M. Walraven, chief engr.; F. A. Tetzlaff, pur. agt.; R. W. Bscherer, asst.; W. J. Kazmer, traf. mgr. **Det. Rep.**—W. J. Sharbach, 93 Piquette ave. **Adv. Agcy.**—Bert S. Gittins Advertising, 739 N. Broadway, Milwaukee 2, Wis., George Reichert, acct. exec.

SNO-FLAKE PRODUCTS CO., 2485 Beaufait, Detroit 7, Mich. Compounds for wheel polishing, spray booth coating, spray booth water curtain, drawing, dust control and paint stripping. Maurice D. German, pres., treas.; Thomas B. McCarthy, vice-pres., sales mgr.; Wayne Van Osdol, secy.; R. E. Cavanaugh, prod. mgr. **Det. Rep.**—Main office and plant, 2485 Beaufait, Detroit 7, Mich.

SNUGL WHEEL WEIGHT MFG. CO., 820-4 E. Elm, Kokomo, P. O. Box 605, Ind. Wheel balancing weights for passenger cars, trucks and buses. Claude W. Mills, pres.; Ralph W. Mills, gen. mgr. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells st., Chicago 6, Ill.

SNYDER MFG. CO., 22nd and Ontario, Philadelphia 40, Pa. Auto antennas, sun visors, exhaust extensions, bumper jax. Benj. L. Snyder, partner; Gerson Snyder, partner; Dick Morris, sales mgr.; Milt Schindler, adm. asst.; Ashun Yung, chief engr., mgr.; Robert McKay, pur. agt.

(Continued on Page 268)

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Who's Who

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Adv. Agcy.—Brooks & London, Philadelphia, Pa. Lew London, acct. exec.

SNYDER TOOL & ENGINEERING CO., 3400 E. Lafayette, Detroit 7, Mich. Special machine tools. Howard N. Maynard, pres., treas.; Kenneth B. Hollidge, vice-pres., secy.; George H. Whitehouse, vice-pres., gen. mgr.; Leo Gajda, chief engr.; H. Purdy, pur. agt. **Adv. Agcy.**—Clark & Bobertz, Inc., 826 Fox bldg., Detroit 1, Mich. John Dow, acct. exec.

SOBENITE, INC., 1026 W. King st., South Bend 16, Ind. Automotive plastic and hardware products, custom injection molding. P. H. Sanders, pres. and gen. mgr.; Alex Dick, vice-pres.; D. H. Sanders, secy.; N. P. Bowsher, treas. **Det. Rep.**—Geo. Harper, 614 Stephenson bldg., W. Grand blvd., Detroit, Mich.

SOCIETE ANONYME CHRYSLER, 50 Rue de Naples, Antwerp, Belgium. Assembly plant. Passenger cars, trucks and marine engines. C. B. Thomas, pres. and dir.; S. G. Keevill, managing dir. and dir.; J. A. Ramboux, treas.; H. B. Hindley, auditor.

SOCONY MOBIL OIL COMPANY, INC., 26 Broadway, New York 4, N. Y. Gasoline, motor oil, heating fuel and other fuels, many other petroleum products. B. B. Jennings, chmn. of bd.; A. L. Nickerson, pres.; J. C. Case, P. V. Keyser jr., J. F. Seal, C. S. Teitsworth, Herbert Willetts, vice-pres.; V. B. Geibel, treas.; W. D. Bickham, secy.; P. C. Salman, comptr.; A. T. Foster, gen. counsel. **Adv. Agcy.** — Compton Adv. Agency, 261 Madison ave., New York, N. Y.

SODRIN CORP., 2748 McGee, Kansas City 8, Mo. Automobile chemicias and Black Magi bug remover cloth. Wayne L. Etherton, pres.; Walter B. Bowers, vice-pres., sales mgr.; Alleta Etherton, secy. **Det. Rep.**—A. Rus Wendell Co., S-255 General Motors bldg.

SO-LO JACK CO., INC., 21 Park, Attleboro, Mass. Automobile jacks, wunda wiper polishing cloths, top cylinder lubricators. Joseph F. Rioux, pres.; Walter A. Briggs, secy.; Edwin F. Leach, treas.; C. W. Cederberg, gen. mgr.; Chas. L. Sears, works mgr.; Chas. F. Buttrick, sales mgr.; Carl Johnson, chief engr.; Warren Peterson, pur. agt.; Francis Guillette, traf. mgr.

SOLROL MFG. CO., 731 W. Court pl., Chicago 6, Ill. Roll away sunshade for use on the inside of an automobile. B. J. Connon, pres.; **Adv. Agcy.**—Slauf Advertising Agency, Chicago, Ill. F. Slauf, acct. exec.

SONORA RADIO AND TELEVISION CORP., 2023 W. Carroll ave., Chicago 12, Ill. Radios and television receivers. Joseph Gerl, pres.; Charles Robbins, vice-pres., sales mgr.; George Brodsky, adv. mgr.; Don Fetterman, chief engr.; Paul Feinberg, pur. agt. **Adv. Agcy.**—George Brodsky, Chicago, Ill.

SONOTONE CORPORATION, Elmsford, N. Y. Nickel-cadmium battery. Irving I. Schachtel, pres.; Dr. L. Grant Hector, vice-pres.; J. J. Christophel, secy.; George T. Sotel, treas.; Harold Engstrom, works mgr.; Eugene F. Murphy, sales mgr.; C. C. Agate, adv. dir.; Leonard Kane, prom. dir.; Dr. L. Grant Hector, dir. tech., optns.; John J. Downs, pur. agt. **Adv. Agcy.**—Doherty, Clifford, Steers & Schenfield, New York, N. Y. Robert Timmerman, acct. exec.

SORENSEN MFG. CO., INC., 32-31 57th st., Woodside 77, N. Y. Automotive ignition parts, battery cables and wire, carburetor kits and parts. H. C. Sorensen, pres., treas.; S. G. Sturgis, vice-pres., sales mgr.; A. E. Kelsen, secy.; H. Greenfield, gen. mgr.; J. S. Soltys, works mgr.; T. F. Sweeney, pur. agt. **Adv. Agcy.**—Picard, Marvin & Redfield, New York, N. Y.

SOSS MANUFACTURING CO., 21777 Hoover rd., Detroit 13, Mich. Automotive hinges, door, hood, rear deck; invisible hinges, automotive and special stampings. Samuel Soss, pres.; Andrew Ten-Eyck, vice-pres., chge. of sales; Stanley Disher, secy.; Harold Marko, asst. sales mgr.; Carl O. Mackenzie, sales rep.; Frank Wambold, chief engr.; William Shulman, pur. agt.; Thomas Richardson, traf. mgr.; E. Mühme, pub. rel. mgr. **Det. Rep.**—Eugene J. Ellison, 462 Eastlawn, Detroit 15.

SOUTH BEND WOOD PARTS, INC., 1344 W. Sample st., South Bend 21, Ind. Station wagon wood parts, radio and television cabinets, automotive industrial and agricultural wood parts. D. H. Sanders, pres., secy.; N. S. Bowsher, vice-pres., treas.; P. E. Gerber, prod. mgr.; W. M. Leslie, pur. agt.

SOUTH EASTERN MOTORS INC., 1937 Harrison st., Hollywood, Fla. and 7 Park ave., New York. Triumph TR 2 and TR 3 sports cars. Louis W. Adam, pres.; Frank S. Cannova, vice-pres.; Gail W. Adams, secy.; Guy Fox, gen. mgr.; Stanley Wood, regional mgr.; Arthur C. Berard, parts mgr.

SOUTHERN CALIFORNIA MUFFLER CORP., 8439 Warner dr., Culver City, Calif. Header exhaust systems, dual exhaust systems, glass pack mufflers, steel pack mufflers, hollywood type mufflers, allied exhaust products. J. S. Belond, pres., treas.; F. J. Wheeler, vice-pres., sales mgr.; R. D. Shook, secy.; T. L. Shedden, adv. mgr.; sales prom. mgr. **Adv. Agcy.**—Walter McCreery, Inc., Beverly Hills, Calif. Jack Stanley, acct. exec.

SOUTHERN FRICTION MATERIALS CO., Box 1475 Charlotte 1, N. C. Woven asbestos brake lining, molded asbestos brake lining. Howard Snow, pres.; Donald Clark, exec. vice-pres., secy.; John O. Camp, sales mgr.; W. W. Dunkin, buyer; F. L. Johnston, vice-pres.; Homer R. Orren, treas. **Adv. Agcy.**—Ayer & Gillett, Inc., Charlotte, N. C. I. T. Ayer, acct. exec.

SOVEREIGN PLAN, INC., THE, 2241 S. Indiana, Chicago 16, Ill. Service promotional systems, dealer forms, 30,000 mile

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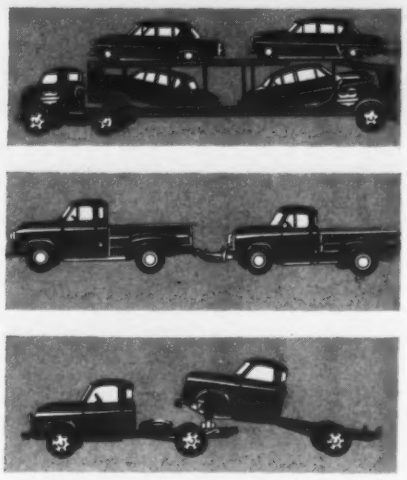

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Who's Who in the Auto Industry

(Continued from Page 268)

new car service bonds. Samuel R. Stiefel, pres.; Harold Eisenstein, secy-treas.

SPARKLER MFG. CO., Lake ave., Mundelein, Ill. Gasoline filters for pass. cars and trucks. A. C. Kracklauer, pres.; C. W. Mills, sales mgr., automotive div. **Adv. Agcy.** — Kreikler & McLoan Co. Chicago, Ill.

SPARTON AUTOMOTIVE DIV., The Sparks-Withington Co., 50 W. North st. Jackson, Mich. Air and electric horns (automotive warning signals), horn relays, directional signal lamps, self-cancelling directional signal switches, clearance lamps; stop, fog, dome and backup lights, rear view truck mirrors, safety belts. John J. Smith, pres.; E. W. Gentz, vice-pres., gen. mgr.; L. S. Peirce, secy.; Harold Johnston, treas.; John Towler, prod. mgr. and pur. agt.; J. J. Bigelow, sales mgr.; jobber div., adv. and sales prom. mgr.; A. J. Reed, sales mgr., mfrs. div.; P. R. Burnett, adv. mgr.; Lloyd Ball, pur. agt.; Robert L. Dent, chief engr.; E. J. Burkart, traf. mgr. **Adv. Agcy.** — The Jaqua Co., Grand Rapids 2, Mich. Pat Whalen, acct. exec.

SPEAKER CORP., J. W., 3059 N. Weil st., Milwaukee 12, Wis. Vulcanized tube repairs, vulcanizing outfits, tire, casing patches, rubber tire rivets, cold patch kits, tubless tire repairs, splash guards, car and truck mirrors, clearance marker and identification lamps, directional signals, school bus warning light kits, backup lights, stop and tail lights, reflectors, hand brake signal lights. J. W. Speaker, pres., treas. and gen. mgr.; D. Brace, vice-pres.; G. May, secy.; J. L. Faust, asst. serv. mgr.; J. Albritton, pur. agt.; C. Gutowsky, traf. mgr. **Adv. Agcy.**—Tannhaeuser Co., Milwaukee. H. Adams, acct. exec.

SPECIAL PRODUCTS DIV., Ford Motor Co., 16400 Michigan ave., Dearborn, Mich. Engaged in development of new car. R. E. Krafve, gen. mgr.; J. E. Judge, mdse. and prod. planning mgr.; J. C. Doyle, gen. sales and marketing mgr.; J. R. Hallock, gen. pur. agt.; R. L. Collins, mfg. mgr.; J. F. Cooney, ind. rel. mgr.; J. B. Lackey jr., div. contr.; C. G. Warnock, pub. rel. mgr.

SPEED-O-MOTIVE PISTON MFG. CO., 9714 E. Garvey ave., El Monte 55, Calif. Aluminum and magnesium alloy pistons for all engines, high compression and made to order pistons are a specialty, superchargers for automobiles. Roy Wilson, pres.; T. E. Ford, gen. mgr.; D. Leeper, serv. mgr.; R. M. Garrett, chief engr.; R. W. Pendergast, sales prom. and pub. rel. mgr. **Adv. Agcy.**—Shackelford Agency, Los Angeles, Calif.

SPEE-FLO CO., 720 Polk, Houston 2, Tex. Complete line of automotive and industrial hot spray painting equipment. G. S. Levey, pres.; S. F. Harvey, gen. mgr.; Z. Shay, traf. mgr. **Adv. Agcy.**—Brennan **Adv. Agcy.**—Houston, Tex. Ed. Tron, acct. exec.

SPEED WAY MFG. CO., Div. Thor Power Tool Co., 1834 S. 52nd ave., Chicago 50, Ill. Portable electric tools, fractional horsepower motors. W. B. Scace, pres.; J. R. DeBacher, exec. vice-pres.; D. G. Collins, sales mgr.; G. Winkley, prod. control mgr. **Adv. Agcy.**—Roche, Williams & Cleary, Inc., 135 S. LaSalle st., Chicago 3, Ill.

SPEEDI-DRI CORP. (A subsidiary of Minerals & Chemicals Corp. of America), Menlo Park, N. J. All-purpose industrial oil and grease floor absorbent. Wright W. Gary, pres.; Alfred G. Blake, exec. vice-pres.; Robert H. Hubbell jr., vice-pres.; Warren E. Sawyer, secy.; Charles W. Nielsen, treas.; Robert A. Hogan, sales mgr.; Larry M. Mank, asst. sales; Robert W. Wilkerson, adv. mgr., pub. rel. mgr. **Det. Rep.** — Michigan Speedi-Dri Co., 9101 E. Jefferson ave., Detroit, Mich. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Andy Anderson, acct. exec.

SPEN AND CO., HENRY, 1995 Pitkin ave., Brooklyn 7, N. Y. Trailers, truck bodies, engine stand, loading ramps, steel fabrication. L. F. Brinster, vice-pres.; Seymour Spen, pres.; Monroe Spen, treas.; I. Rayvid, works mgr.; E. Salvi, sales mgr.; A. M. Pavane, chief engr.; Robert Rubin, pur. agt.; H. Sheriff, traf. mgr.

SPENCER MANUFACTURING CO., Spencer, O. Automotive replacement axles, industrial shafts, upset forgings and light trailer axles. C. C. Spence, pres., gen. mgr.; H. F. Rolf, sales mgr.

SPENCER-SAFFORD LOADCRAFT, INC., East City, Augusta, Kans. Truck-trailers, fifth wheels, truck-trailer axles, air ride spring suspensions for trucks and trailers, electronic weighing and measuring devices, truck-trailer brakes, aircraft components. E. S. Safford, chmn. of bd.; L. E. Weiss, pres.; Warren Hoffpauir, secy. and treas.; J. C. Moellinger, vice-pres. and gen. mgr.; Velmo Johnson, chief engr.; L. Pennington, pur. agt. **Adv. Agcy.**—Associated Advertising Agency, Wichita, Kans. Preston Huston, acct. exec.

SPLINEMASTER PRODUCTS CO., 25800 Groesbeck hwy., Roseville, Mich. Adjustable spline arbors and gear chucks. Albin F. Fallon, pres.; Chester J. Fallon, vice-pres., chief engr.; E. Graham and E. Brolin, sales mgrs.; H. Howard, works mgr.; Christine Sherman, pur. agt. **Adv. Agcy.**—J. DuMahaut, Book bldg. Detroit 26, Mich.

SPONGE PRODUCTS, Div, B. F. Goodrich Co., Shelton, Conn. All types automotive sponge rubber—molded forms, stripping, cord, tubing, sheet and pads; die-cut shapes and forms; foam rubber for cushioning; rubberized curled hair. Frederick M. Daley, pres.; William R. Todd, vice-pres., treas.; L. H. DeWyck, (plant A), Jack Montefalco (plant B), J. R. Todd (plant D), works mgrs.; John J. Corrigan, adv. mgr.; Robert G. Nicol, pur. agt.; E. O'Connell, traf. mgr. **Det. Rep.**—Banian Corp., New Center bldg., Detroit. **Adv. Agcy.**—Conklin Mann and Son. Conklin Mann jr., acct. exec.

SPOTRIM CORP., 15425 Mack ave., Detroit 24, Mich. Automobile trim mouldings, experimental and production samples (metal mouldings and stampings). B. V. Hughes, pres., gen. mgr.

STAHL METAL PRODUCTS, INC., 3490 W. 140th st., Cleveland 11, O. Public utility, truck bodies and associated equipment. C. J. Stahl, pres., gen. mgr.; Stanley Kwolek, vice-pres., sales mgr.; John Hay, secy.-treas.; Joe Mitchell, asst. secy., treas.; Bedford Forrest, works mgr.; John Snider, pur. agt.; Everett Marra, engr. **Adv. Agcy.**—Sweeny and James, 510 Bulkley bldg., Cleveland 15, O. John Sorrell, acct. exec.

STANDARD AUTOMOTIVE PARTS CO., 660-668 Nims st., Muskegon, Mich. Woodruff, machine and special keys, valve stem guides. L. T. Girdler sr., pres.; W. D. Carter, vice-pres.; L. T. Girdler jr., secy.; C. D. Cooper, works mgr.; A. Martin, chief engr.; F. Mielke, pur. agt. **Adv. Agcy.**—C. R. Gay Advertising Service, Muskegon, Mich.

STANDARD COTTON PRODUCTS CO., Camden at Ossington, Flint 1, Mich. Automobile pads, cotton, and jute. Robert N. Green, pres.; Milton G. Warren, Charles L. Dodge, vice-presidents; Ellis H. Warren, secy.-treas., gen. mgr.; Eldred G. Duffy, works mgr.; Milton G. Warren, pur. off.; Charles L. Dodge, pub. rel. mgr. **Det. Rep.**—Automotive Materials Corp., 23rd Floor, Fisher bldg., Detroit.

STANDARD FORGE & AXLE CO., INC., P. O. Box 309, Montgomery 2, Ala. Trailer axles, brakes, hubs, brake drums, spring suspensions, forgings. John G. Hagan, pres., treas.; L. H. Waller, secy.; H. R. Silver, gen. mgr., chief engr.; W. R. McBride, works mgr.; J. A. Rumbley, sales mgr.; James A. Dillard, adv. mgr.; V. R. Ferguson, pur. agt. **Adv. Agcy.**—James Adv. Co., Montgomery, Ala.

STANDARD MOTOR PRODUCTS, INC., & HYGRADE PRODUCTS DIV., 37-18 Northern blvd., Long Island City 1, N. Y. Ignition products, auto-electrical products, wire and cable, carburetor kits, fuel pumps, speedometer cable and casing. E. Fife, pres.; H. O. Rosenstein, vice-pres.; L. Woda, works mgr.; J. F. Kenny, sales mgr.; A. Roffman, adv. mgr.; A. Bleiweiss, chief engr.; I. Beck, pur. agt.; N. Sills, pub. rel. mgr. **Adv. Agcy.**—Friend, Reiss Advertising, New York, N. Y. H. Reiss acct. exec.

STANDARD OIL CO. (Indiana), 910 S. Michigan ave., Chicago 80, Ill. Petroleum products. F. O. Prior, pres.; David Graham, financial vice-pres.; L. E. Harmon, secy.; W. A. Culin, treas.; A. C. Sallstad, gen. mgr.; W. I. Nunn, adv. mgr.; C. R. Wolf, asst.; D. A. Monro, mgr. of pur.; Conger Reynolds, pub. rel. mgr. **Det. Mgr.**—F. J. Swindell, 1011 4th ave. **Adv. Agcy.** — D'Arcy Advertising Co. and Batten, Barton, Durstine & Osborn, Chicago, Ill.

STANDARD OIL CO. OF CALIFORNIA, 225 Bush st., San Francisco 20, Calif. Chevron gasolines, Chevron starting fluid, standard diesel fuels, RPM motor oils and greases. R. G. Follis, chmn. of bd.; T. S. Petersen, pres.; W. H. Beekhuis, Hillyer Brown, K. H. Crandall, G. A. Davidson, W. W. Davison, P. L. Fahrney, F. M. Jayne, T. L. Lenzen, Gage Lund, E. J. McClanahan, O. N. Miller, G. J. O'Brien, G. L. Parkhurst, E. R. Peterson, J. E. Toussaint, H. G. Vesper, vice-presidents; G. M. Foster, secy.; H. C. Judd, treas.; G. F. Gephart, compt.; J. P. Bowman, asst. secy.; W. L. Green, asst. secy.; H. L. Severance, asst. secy.; J. S. Tate, asst. treas.; H. R. Cuyler, gen. sales mgr., whlse.; L. E. Hunt, asst. gen. sales mgr.; E. D. Thompson, gen. sales mgr., retail; G. C. Briggs, asst. gen. sales mgr., retail; M. A. Mattes, mgr. adv. dept.; F. R. Roper, asst.; J. M. Evans, chief engr.; C. V. Lane, mgr. pur. and stores; A. D. Carleton, traf. mgr.; G. S. Brown, pub. rel. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, San Francisco, Calif. J. B. Pollock, acct. exec.

STANDARD PRESSED STEEL CO., Jenkintown, Pa. Socket screw products, dowel pins, shop desks, self-locking nuts, tool stands and cabinets, pressure plugs, steel stools, spring-pins, storage walls, work benches, shelving and storage cabinets. H. Thomas Hallowell jr., pres.; J. Whiting Friel, vice-pres.; William I. Krydee, secy.; James V. Lester, treas.; George A. Gade, vice-pres., sales; A. W. Scott, adv. mgr.; J. M. Sherman, chief engr.; J. P. Moorhouse, pur. agt. **Det. Rep.** — Daniel F. Hulgrave jr., 4030 W. Outer dr., Detroit 21,. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. H. R. Hallowell, acct. exec.

STANDARD PRODUCTS CO., THE, 2130 W. 110th st., Cleveland 2, O. Glass run channel, weatherstrip, extruded rubber molded rubber, cloth covered rubber sealing strips, scuff plates, hard top guide assemblies, door checks. J. S. Reid, chmn. and pres.; John Drinko, secy.; C. C. Hammer, treas.; F. R. Valpey sr., vice-pres.; R. Grant, vice-pres. and gen. oper. mgr.; W. H. Thourlby, vice-pres., sales; J. M. Hannan, sales mgr.; S. I. Hall, adv. and serv. sales mgr.; W. D. Kimmell, dir. of pur.; J. S. Reid jr., ind. rel. mgr.; W. C. Nordstrom, mfg. mgr.; B. B. Cary, dir. of res. and dev. **Sales Office**—316 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland 15, O. John McKinnen, acct. exec.

STANDARD REGISTER CO., 626 Albany st., Dayton 1, O. Business forms and machines. M. A. Spayd, pres.; K. P. Morse, exec. vice-pres. and gen. mgr.; F. W. Stein, vice-pres. mfg.; John T. Davidson vice-pres. engrg.; R. Zinn, vice-pres. sales.; L. J. Ertel, secy., treas.; J. E. Romig, adv. mgr.; M. F. Hyer, sales prom. mgr.; George Lebert, pur. agt.; Paul R. Honn, pub. rel. mgr. **Det. Rep.**—J. G. McDowell, 10531 W. McNichols rd. **Adv. Agcy.**—Don Kemper Co., Inc., Dayton, O. J. D. Parker, acct. exec.

STANDARD STEEL SPECIALTY CO., Beaver Falls, Pa. Machine keys, Woodruff keys, taper pins, machine racks, elevator guides. James B. Jamison, pres., gen. and adv. mgr.; Thomas P. Wagner, vice-pres. and treas.; S. Keith Riddle, secy.; Daniel Bingle, works mgr.; J. A. Jackson, sales mgr. **Det. Rep.**— A. T. Thompson, 3049 E. Grand blvd., Detroit 2.

STANDARD-THOMSON CORP., Vandalia, O. Mailing address: P. O. Box 376, Day-

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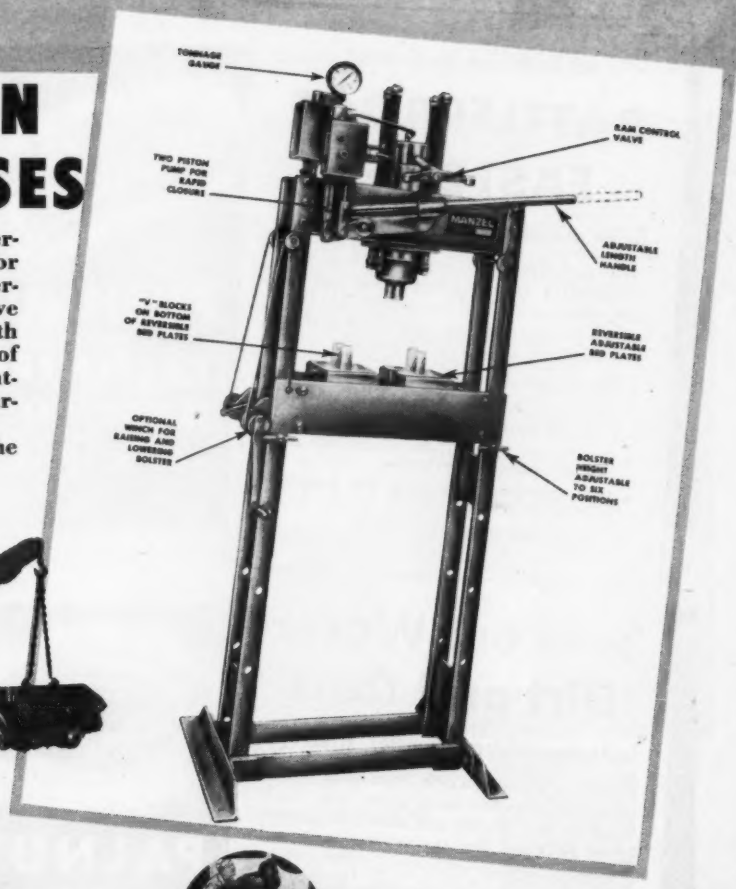


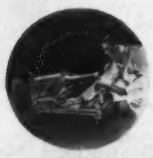
● These popular presses are both "over-designed" and skillfully engineered for rugged service and long life. They're versatile, speedy, and easy to operate. Have adjustable and reversible bolsters with permanent "V" blocks on one side of plates. Your finest equipment for straightening, bending, material testing and bearing or bushing work.

When lighter capacity will do, use the Manzel 10-ton Arbor Press.

MAKE LIGHT WORK OF HEAVY LIFTING

The Manzel Floor Crane makes it easy for one man to remove and replace engines, load and unload trucks, raise cars, and do other heavy lifting jobs. The crane is easy to move and easy to steer. 1 and 2-ton models.

These are just a few of Manzel's complete line of service tools and equipment. Whatever your need, see your Manzel Catalog or write:



THE EASY WAY TO HANDLE TRANSMISSIONS

The Manzel Trans-Lift and Trans-Lift Jr. make the removal and replacement of transmissions a one-man job. They pivot the transmission around the center for easy alignment of bolts, dowels, splines and driveshaft. Will handle the heaviest of units.

Manzel

DIVISION OF HOUDAILLE INDUSTRIES, INC.

341 BABCOCK STREET BUFFALO, N. Y.

IN
SCHENECTADY,
N. Y.
For the 14th
Consecutive
Year
In

AUTOMOTIVE ADVERTISING

FOR 1955

GAZETTE 1,045,089 Lines

2nd PAPER 785,312 Lines

For Leadership In The Schenectady Market
Concentrate Your Automotive Advertising In The

SCHENECTADY GAZETTE

The Leader in Circulation, News and Advertising

REYNOLDS-FITZGERALD, INC.
National Representatives

(Figures, Authority Media Records)

Who's Who in the Auto Industry

(Continued from Page 269)

ton 1, O. Backup lights, thermostats, temperature control devices. R. N. Webster, pres., gen. mgr.; J. E. Golob, vice-pres., engrg.; F. E. Weller, secy.-treas.; C. W. Bondurant, chief engr.; E. J. Connors, automotive sales. **Det. Rep.**—L. M. Payne Co.

STANDARD-TRIUMPH MOTOR CO., INC., 23rd floor, 99 Park ave., New York 16, N. Y. Triumph sports cars, products of the Standard Motor Co., Limited, Coventry, England.

STANDARD TUBE CO., 24400 Plymouth rd., Detroit 39, Mich. Welded steel mechanical tube, boiler tube; welded stainless steel tube. S. L. Willis, pres. and gen. mgr.; L. M. Hogan, vice-pres., sales and adv. mgr.; M. H. Cosgrove, secy.-treas.; T. F. Marlow, vice-pres. of oprns.; W. H. Linow, mgr. of orders; R. C. Ofenstein, chief engr.; P. J. Buissono, pur. agt.; J. Goodfellow, pub. rel. mgr. **Det. Rep.**—Home office. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit, Mich. D. Gordon, acct. exec.

STANLEY CO., INC., JOHN T., 626-662 W. 30th st., New York 1, N. Y. Car washes, auto soaps, polishes, brake liquids, radiator compounds, etc. A. T. Stanley, pres. and treas.; J. T. Stanley, secy.; N. S. Dahl, gen. mgr.; F. E. Finlay, works mgr.; Norman F. Dahl, sales mgr.; H. Green, chief engr.; B. J. Adams, pur. agt. **Adv. Agcy.**—Picard, New York City, N. Y. R. A. Picard, acct. exec.

STANT MFG. CO., INC., 1620 Columbia, Connersville, Ind. Electroplaters, designers, metal products. K. E. Stant, pres.; I. H. Stant, vice-pres.; T. G. Thurston, treas.; E. R. Bowden, gen. mgr. and sales mgr.; L. A. Bohlander, supt.; L. J. Smith, chief engr.; R. J. Wright, pur. agt.; Harold E. Hassler, mgr., jobbing div. **Det. Rep.**—W. H. Garrett, 403 Basso bldg.

STAPUT COVER CO., 10 Delano ave., Muskegon, Mich. Paper disposable floor cover for automobiles, mechanic's work covers, paper disposable wheel cover for paint shop. R. E. Hartz, partner; A. J. Meeusen, partner. **Det. Rep.**—G. E. Barnum, 1441 Lakewood ave., Detroit.

STA-PUT SIGNS CORP., 298 Fifth ave., New York 1, N. Y. Self-adhering, interchangeable, reuseable plastic auto merchandising banner kits, trade name kits, year and pricing kits, windshield mounting plaques. H. Pepper, pres., pur. agt., gen. mgr. and traf. mgr.; J. Pepper, vice-pres., treas., adv. sales, sales prom. and pub. rel. mgr.; Martin Pepper, secy. **Adv. Agcy.**—Marwell Advertising, New York, N. Y. W. Weltman, acct. exec.

STAR MACHINE & TOOL CO., 201 Sixth st., S. E. Minneapolis 14, Minn. Brake relining machines, brake lining appliers, bonded brake lining de-bonders, Star Hydro-Lift cranes, brake drum lathes. A. O. Wisti, owner; W. E. Wisti, gen. mgr.; J. W. Bermes, sales mgr.; F. F. Storms, Western sales mgr. **Adv. Agcy.** — Wm. Baxter Agency, Minneapolis, Minn.

STAR STEEL EQUIPMENT CO., INC., 117-20 14 rd., College Point 56, N. Y. Steel shelving, automotive parts bins, storage cabinets, clothing lockers. James A. Impell, pres., gen. mgr.; Daniel M. Schwartz, vice-pres. sales; William Hansen, vice-pres. production; Ruth Schwartz, secy.; Max F. Gerstman, treas.; Ruth Schwartz, adv. mgr.

STARRETT CO., L. S., Crescent st., Athol, Mass. Mechanics' hand measuring tools, precision instruments, hack saws, band saws, dial indicators, steel tapes, precision ground flat stock. A. H. Starrett, pres.; W. J. Greene, vice-pres. and dir. of sales; W. F. Findlay, treas.; C. O. Newton, sales mgr.; C. G. Nordmark, adv. mgr.; A. E. Williams, chief engr.; C. B. McMillan, pur. agt.; G. F. Kugler, traf. mgr. **Det. Rep.**—D. M. McDonald. **Adv. Agcy.**—Walter B. Snow & Staff, Boston, Mass. Harold Bugbee, acct. exec.

STEBCO PRODUCTS, 1401 W. Jackson blvd., Chicago 7, Ill. Auto safety belts. Leo Stein, pres.; Glen Sattler, sales mgr. **Adv. Agcy.**—Phil Gordon Agency, Inc., Chicago, Ill. Philip W. Abrams and Roy Ruthoff, acct. exec.

STEIN BROS. MFG. CO., INC., 1401 W. Jackson blvd., Chicago 7, Ill. Safety belts and shoulder harness. Leo Stein, pres.; Edward Stein, vice-pres.; Margaret Small, secy.; Edward Stein, treas.; Glenn Sattler, sales mgr.; **Adv. Agcy.**—Phil Gordon Agency, 23 E. Jackson blvd., Chicago, Ill. Phil Abrams, acct. exec.

STELLO PRODUCTS CO., 704 S. Main Hutchinson, Kans. Mfg. lubricating equipment, metal embossed signs, barrel pumps. W. R. Charles, sales mgr.

STEMAC, INC., 1277 S. Cherokee st., Denver 23, Colo. Die cast chrome name plates, product identification plates, personalized monograms, plaques. W. E. Stevens, pres.; Everett L. McKanna, vice-pres., sales mgr.

STEPHENSON INDUSTRIES, INC., 548 E. Fort st., Detroit 26, Mich. Formerly J. O. Stephenson Fdry. & Mfg. Co. Stepdraulic transmission jacks, engine supports, special service tools, auto parts for O. E. M. and replacement. J. O. Stephenson, pres.; J. H. Hillis, gen. mgr.

STERLING ALUMINUM PRODUCTS, INC., 2925 N. Market st., St. Louis 6, Mo. Aluminum pistons and castings, conformatic pistons. Horace Duncan, pres., treas.; Wm. M. Venner, sales, vice-pres.; Wm. F. Kammermeyer secy.; P. L. Bowser, vice-pres., works mgr. and gen. mgr., N. W. Wainwright, sales mgr.; R. W. Spencer, adv. mgr.; Wm. F. Peterson, chief engr.; Gregory Barac, pur. agt. **Det. Rep.**—Robert B. Hawkins, 260 Briggs bldg., Birmingham, Mich. **Adv. Agcy.**—O. R. French & Assoc., St. Louis, Mo. D. J. Lehleitner, acct. exec.

STERLING PRODUCTS CO., INC., St. Paul, Minn. Crystal clear, terry cloth, plastic and corduroy seat covers, travel bags. L. L. Borick, pres., gen. mgr.; S. W. Blumstein, vice-pres. and gen. sales mgr.; Edward Firestone, field sales mgr.; Willis Schwann, chief engr. **Adv. Agcy.** — B. E. Fischbein, Minneapolis, Minn., B. E. Fischbein, acct. exec.

STEVENS, FREDERIC B., INC., 1800 18th st., Detroit 16, Mich. Foundry supplies and equipment, metal finishing supplies and equipment. W. J. Cluff, pres.; A. B. Hoefer, vice-pres.; Frank Watt, gen. sales mgr.; J. A. Ridderhof, prod. mgr.; C. Crawford, foundry sales mgr.; G. Cummings, metal finishing sales mgr.; D. Swaninger, buffing composition sales mgr.; G. Passman, foundry facings sales mgr.; Carl B. Anderson, adv. and sales prom. mgr.; J. Barton, chief engr.; A. D. Hummel, pur. agt.; E. F. Foster, traf. mgr. **Adv. Agcy.** — Zarker Advertising Co., Detroit 26, Mich. R. W. Zarker, acct. exec.

STEVENS & CO., INC., J. P., 1460 Broadway, New York 36, N. Y. Body, carpet, bolster, convertible top and headlining fabrics. **Det. Rep.**—G. A. Brown, automotive and industrial fabric sales, J. P. Stevens & Co., Inc., 803 W. Eleven Mile rd., Royal Oak, Mich. **Adv. Agcy.**—Bryan Houston, Inc., 730 Fifth ave., New York 19, N. Y. Joseph H. Smith, acct. exec.

STEVENS MFG. CO., Mount Pleasant, Mich. Steel fabricating grille guard and utility rack, welding supplies. Frank E. Stevens, pres., treas.; Paul L. Gustafson, vice-pres., secy.

STEWART STEEL PRODUCTS, INC., 1785 E. New York ave., Brooklyn 7, N. Y. Manufacturers of all-steel station wagons: model 705, 8-pass.; model 707, 11-pass.; model 709, 15-pass. Henry Skrill, pres.; Rose Skrill, secy.; Fred Seel, adv. and sales prom. mgr.; D. Sills, pur. agt.

STEWART-WARNER CORP., 1826 Diversey pkwy., Chicago 14, Ill. Lubrication systems, equipment, lubricants, wheel balancers, instruments (panels, speedometers, gauges, tachometers), heaters, heating equipment. J. S. Knowlson, bd. chmn.; Bennett Archambault, pres.; E. N. Robinson, distribution mgr.; A. H. Busch, secy.; Fred Kirch, treas.; Geo. L. Meyer jr., vice-pres.; Gus Treffeisen, sales mgr. (Alemite div.); George Zahn, sales mgr., instruments (distribution div.); L. L. Robb, sales mgr. (wholesale Alemite and instruments); F. R. Cross, adv. mgr.; Jack Reinsma, serv. mgr.; E. N. Osterberg, dir. of pur.; R. C. Stockton, traf. mgr.; C. W. (Ted) Grange, pub. rel. mgr. **Det. Mgr.**—Earl Fiene, 10140 W. McNichols rd., Detroit, Mich. **Adv. Agcy.** — MacFarland-Aveyard Co. Chicago, Ill. A. B. Dicus, acct. exec.

STIMSONITE, Div. of Elastic Stop Nut Corp. of America, 3445 N. Kimball ave., Chicago 18, Ill. Injection molders of Stimsonite reflex reflectors, automotive lenses, precision optical lenses, nylon and polyethylene parts. W. F. McGuinness, pres.; I. J. Mack, vice-pres.; H. A. Doolittle, gen. mgr.; S. A. Heenan, chief engr.; E. A. Peterson, sales mgr.; R. I. Nagel, prod. dev. engr. **Adv. Agcy.**—G. M. Basford Co., New York. E. S. Nuspliger, acct. exec.

STOKES TAX CONTROLS, INC., 506 E. 118th st., New York 35, N. Y. Tax and business bulletins for automobile dealers since 1932 and publishers of "Stokes Tax Controls" for automobile dealers. A. A. Lally, vice-pres., editor and gen. mgr.; M. H. Cochrane, vice-pres. and assoc. editor; K. H. Clune, secy., subscrip. mgr.

STORM-VULCAN, INC., 2225 Burbank st., Dallas 19, Tex. Crankshaft grinder, connecting rod grinder, connecting rod boring machine, piston grinder, cylinder boring bar, connecting rod aligner, connecting rod press, cylinder base and stand, cylinder boring plates, kotafin polishing machines, Turbo blast washing machines, camshaft grinder, cylinder head milling machine, crankshaft straightening press. L. D. Tuttle, chmn. of bd.; J. L. Tuttle, pres.; P. T. Miner, vice-pres., sales mgr.; Sanford Johnson, secy.-treas., Sam Asher, mgr.; Turbo Blast div.; Olov Olsson, chief engr.

STRAHMAN VALVES, INC., 16 Hudson st., New York 13, N. Y. Water saver spray nozzles for car washing, hose stations for car washing. Herman Strahman, pres.; Theodore Strahman, vice-pres. and secy.; Herman Strahman jr., treas. and works mgr.; Ralph D. Jaegle, gen. mgr.; Dietrich Strahman, sales and adv. mgr.; Henry Strahman, chief engr.; Ralph D. Jaegle, pur. agt. **Adv. Agcy.**—Picard Agency, 48 East 43rd st., New York City. D. Picard, acct. exec.

STRAN-STEEL CORP.; unit of National Steel, Ecorse, Detroit 29, Mich. Steel buildings for industry, Stran-Steel framing. Charles LeB. Homer, pres.; C. V. Blackburn, vice-pres., sales; A. F. Dries, adv. mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich.

STRATTON EQUIPMENT CO., 2030 East 105 st., Cleveland 6, O. Portable hydraulic floor cranes, truck mount cranes, tailgate loaders, carburetor throttle controls, side loaders (for trucks), pumps, valves, oil flow regulators. R. R. Stratton, pres., treas., gen. mgr.; Daniel B. Ford, vice-pres., secy.; V. H. Franzen, asst. secy., pur. agt.; L. M. Porcello, works mgr., chief engr.; J. E. Barilka, parts and acc. mgr. and traf. mgr. **Adv. Agcy.**—Paul E. Warren Advertising, Cleveland, O. Paul Warren, acct. exec.

STRELINGER CO., THE CHAS. A., 149 E. Larned st., Detroit 26, Mich. Distributor of machine tools, power tools, cutting tools, power transmission equipment, material handling equipment, Cleveland Tramrail overhead carrying systems, industrial safety equipment, abrasives, Boston gear products, grinding wheels, shop supplies, etc. Chas. T. Bush, pres. and gen. mgr.; A. Stansell Bush, vice-pres.; John N. Failing, asst. vice-pres.; G. Lincoln Gibson jr., treas.; V. Lee Edwards, secy. and pur. agt.

STRICK TRAILERS, Div. Fruehauf Trailer Co., P. O. Box 5037, Philadelphia 11, Pa. Commercial trailers. C. Bradford Sheppard, pres.; Solomon Katz, vice-pres.; Frank E. Gordon, vice-pres.; Herbert Gross, vice-pres. in chge. of sales; Harold B. Streem, vice-pres. in chge. of finance; Joseph Raffa, plant supt.; Herbert Rosenfeld, pur. agt.; Arthur Schwartz parts mgr.; Charles Bohlen, chief engr.

STROM STEEL BALL CO., 1850 S. 54th ave., Cicero, Ill. Precision steel balls. G. A. Strom sr., pres.; G. A. Strom jr., vice-pres.; R. S. Strom, sales vice-pres.; R. G. Ely, secy.-treas.; R. S. Rosskamm, works mgr.; H. C. Lawrence, sales and adv. mgr.; H. Skadberg, chief engr.; C. Duckett, pur. agt.; C. Bell, traf. mgr. **Adv. Agcy.**—Merrill McEnroe & Assoc., Chicago, Ill. William Merrill, acct. exec.

STROMBERG TIME CORP., 18932 W. McNichols rd., Detroit 19, Mich. Time recorders, time stamps, clock systems, clocks, program instruments. J. F. Carr, exec. vice-pres.; R. A. Hunter, vice-pres., sales mgr.; A. E. Jackson, adv. mgr., sales prom. mgr.; W. J. Spencer, branch mgr.

STROMBERG-CARLSON CO., Special Products Division, 1225 Clifford ave., Rochester 21, N. Y. Auto radios and speakers. R. C. Tait, pres.; A. G. Schifine, vice-pres., gen. mgr.; H. G. Wood, works mgr.; J. W. Farrow, sales mgr.; A. L. Foster, adv. mgr.; F. H. Slaymaker, chief engr.; R. W. Yeager, pur. agt.; L. A. Schur, traffic mgr.; S. H. Manson, pub. rel. mgr. **Det. Rep.**—Norval Agnew, 20009 James Couzens. **Adv. Agcy.** — Charles L. Rumrill and Co., Rochester, N. Y., Neil Gallagher, acct. exec.

STUBNITZ GREENE CORP., 404 Logan st., Adrian, Mich. Automotive seat cushion and back spring assemblies, mechanical springs, plastics powders, electric motor control switches. M. Stubnitz, pres.; L. J. Stern, exec. vice-pres.; J. E. McLean, vice-pres., chief engr.; R. J. Fleming, vice-pres., pur. agt.; M. J. Palmer, vice-pres., gen. mgr., works mgr.; J. P. Sanders, vice-pres., sales mgr.; R. A. Austin, treas.; R. B. Crowe, secy.; C. A. Marks, asst. secy., asst. sales mgr.; Harold E. Bournes, master mechanic, G. Heroy, traf. mgr., Paul Mott, personnel dir. **Det. Rep.**—J. P. Sanders, P. O. Box 284, East Detroit, Mich.

STUDEBAKER HYDRAULIC PRODUCTS CO., 1221 S. Ninth ave., Maywood, Ill. Air hydraulic presses and vises. D. L. Hoxworth, pres.; Leonard R. Beck, exec. vice-pres.; Clifton C. Hoxworth, vice-pres. and treas.; Chris Tonne, adv. mgr. **Adv. Agcy.** — Jacobsen & Tonne Adv. Agency, Chicago, Ill.

STUDEBAKER-PACKARD CORP., 1580 E. Grand blvd., Detroit, Mich. J. J. Nance, pres., chief exec. officer; P. G. Hoffman, chmn. of bd.; R. P. Powers, vice-pres. of operations; W. H. Graves, vice-pres., dir. of engr.; R. E. Bremer, vice-pres. pur. and prod. planning; W. M. Schmidt, vice-pres. and dir. of styling; C. D.

(Continued on Page 271)

At last — a low-cost

RATTLEPROOF FASTENER

Grips securely on hard chome studs

New heat-treated, spring steel Type "H" PUSHNUT Fasteners exert constant tension when assembled on unthreaded studs or rods of emblems, nameplates, ornaments, etc.

- Four gripping teeth provide maximum gripping action
- Long, high spring arch maintains tension in service
- Large body size permits easy handling, reduces shop loss
- Turned up ends slide over body deadener, radio grilles and plastic surfaces without digging
- Easily assembled. Hand or power tools, magnetic or non-magnetic, available.

Free samples and prices

PUSHNUT
Trademark
FASTENERS
TYPE "H"
1/16", 3/32", 1/8"

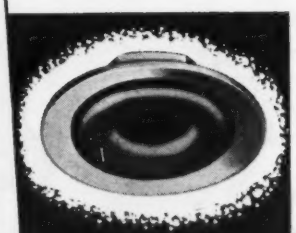
Seal out Water Dirt and Dust

fastening emblems, handles, trim, etc.

PALNUT Washer Lock Nuts with Sealer combine the functions of a nut, lock washer, flat washer and sealer in a one-piece fastener. Big savings in parts and assembly time.

- Maximum thread sealing. Hollow hex design forces sealer into stud clearance hole — seals to depth of several screw threads.
- Bonded sealer. Clean, plastisol compound does not distort or come off during assembly or shipment.
- Easy starting. No binding in threads; permits finger starting.
- Resilient locking action avoids stud damage or body dimpling.

Get samples, data, prices



PALNUT
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WITH
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THE PALNUT COMPANY, 47 Glen Road, Mountainside, N. J.
Subsidiary of United-Carr Fastener Corporation
Regional Sales Office: 730 West Eight Mile Road, Detroit 20, Mich.

Who's Who in the Auto Industry

(Continued from Page 270)

Scribner, vice-pres. industrial relations; H. E. Churchill, vice-pres. and gen. mgr. Studebaker div.; R. P. Laughna, vice-pres. and gen. mgr. Packard Clipper Div.; G. H. Brodie, vice-pres. and gen. mgr. government and industrial prod. div.; E. C. Mendler, vice-pres. parts and acces. and Canadian operations group; R. A. Hutchinson, vice-pres. and gen. mgr., export operations div.; A. J. Porta, comptroller; Daniel O'Madigan jr., gen. dir., sales services and distribution; P. Monaghan, dir. pub. rel.; R. Blythin, gen. counsel; P. M. Clark, secy. and labor counsel; D. C. Gaskin, pres. Studebaker-Packard of Canada, Ltd. **Adv. Agcy.**—Ruthrauff and Ryan — Packard-Clipper Div. Benton and Bowles —Studebaker Div.

STYLECRAFT AUTOMOTIVE, 650 S. Clarence, Los Angeles 23, Calif. "Hollywood" custom read wheel mount, "supreme" station wagon luggage rack, tire cover rings and face plates, license lights, hot rod fenders. Stanley Berman, pres.; Dave Berman, gen. mgr. and pur. agt.; Bernie Lisker, asst. gen. mgr. and sales mgr. D. Monsen, secy., treas. and credit mgr.; K. Reilly, works mgr.; C. Calvin, chief engr. **Det. Rep.**—Max Todd, 2567 W. Grand blvd., Detroit, Mich. **Adv. Agcy.**—Edwards Agency, Los Angeles, Calif. Irwin Kurtz, acct. exec.

STYLECRAFT SPECIALTIES CO., 27940 Groesbeck hwy., Roseville, Mich. Rear window division bars, twin aerial falsies, rear fender ornaments. Arnold P. Capitani, pres.; L. M. Capitani, vice-pres. **Adv. Agcy.**—Sack's Studios, Detroit, Mich.

SUN ELECTRIC CORP., Admin. office, Harlem and Avondale aves., Chicago 31, Ill. Automotive and aircraft test equipment, complete motor, distributor, generator regulator, starter, speedometer combustion, coil, condenser, vacuum, volts ampere and battery starter testers. O. L. Rhoades, chmn. and sales dir.; R. R. Malik, pres.; H. M. Coffman, exec. vice-pres.; L. G. Langpop, secy. and treas.; V. C. Westberg, vice-pres., dir. engr. research div.; R. F. Christopher, vice-pres., dir. export div.; E. A. Lair, vice-pres., dir. tachometer div.; W. W. Squier, vice-pres., dir. education, adv. div.; J. A. Doyle, vice-pres., dir. aeronautical div.; F. E. Draper, vice-pres., dir. natl. sales div.; J. P. McCabe, vice-pres., dir. service div.; J. M. Wagner, vice-pres., gen. mgr. central regions; R. A. Bland, vice-pres., gen. mgr. Eastern regions; H. E. Cobb, vice-pres., gen. mgr. Western regions; G. Cleveland, prod. mgr.; R. E. Kane, pur. mgr.; D. J. Westlake, pub. rel. mgr. **Adv. Agcy.**—Van Auken, Ragland & Stevens, 326 W. Madison st., Chicago 6, Ill.

SUN OIL CO., 1608 Walnut st., Philadelphia 3, Pa. Gasoline, motor oil and other refined petroleum products. Joseph N. Pew jr., chmn. bd. of dir.; Robert G. Dunlop, pres.; Jno. G. Pew, vice-pres.; Clarence H. Thayer, vice-pres.; Frank R. Markley, vice-pres.; John C. Agnew, secy. and treas.; Donald P. Jones, compt.; Joseph T. Wilson jr., asst. secy. and asst. treas.; Joiner Cartwright, asst. secy.; S. M. Gladney, asst. secy.; W. W. Wright, dir. and gen. sales mgr.; Storrs J. Case, adv. mgr.; Palmer D. McKay, asst. adv. mgr. for motor products; William B. Daub, asst. adv. mgr. for indust. products; Paul D. Barton, dir. engr.; Raymond H. Anders, dir. of pur.; Roy A. Hurst, asst. pur. dir.; Thomas G. Rabbitt, gen. traf. mgr.; Franklyn Waltman, dir. of pub. rel. **Det. Rep.**—Regional Office, 2117 National Bank bldg., Detroit 26, Mich. **Adv. Agcy.**—Ruthrauff & Ryan, Inc., 405 Lexington ave., New York 17, N. Y.

SUNBURY TEXTILE MILLS, INC. Sales: 350 5th ave., New York, N. Y. Mills: Sunbury, Pa. Auto reat cover fabrics. Gordon Matheson, pres.; J. T. Hicks, sales mgr. **Adv. Agcy.** — Galbraith-Hoffman, New York, N. Y. Wm. Galbraith, acct. exec.

SUNNEN PRODUCTS CO., 7910 Manchester, St. Louis 17, Mo. Automotive engine rebuilding equipment, pin - fitting machines, cylinder hones, rod resizers, rod aligners, portable crankshaft grinders, bearing sizers, mechanics' hand tools. Joseph Sunnen, pres.; Werner F. Boldt, gen. mgr.; N. H. Hale, adv. mgr.; R. S. Nichols, pur. agt. **Adv. Agcy.**—O. R. French & Assoc., St. Louis, Mo. K. J. Bayer, acct. exec.

SUPER MOLD CORP., 420 N. Sacramento st., Lodi, Calif. Tire vulcanizing, recapping and retreading equipment. G. O. Beckman, pres.; E. A. Glynn, vice-pres.; J. MacArthur, secy. and treas.; J. Fannen, works mgr.; F. C. Pippitt, sales mgr.; H. B. Rencher, asst. sales; J. M. Conley, adv. and sales prom. mgr.; R. Hugo, asst.; A. Duerksen, research engr.; M. K. Eriksen, chief engr.; C. R. Lohr, pur. agt.; H. W. Lohr, traf. mgr. and pub. rel. mgr. **Det. Rep.**—W. J. Cuthbert, 714 Donovan bldg., Detroit 1, Mich. **Adv. Agcy.**—Conley, Baltzer and Steward, San Francisco, Calif.

SUPERIOR BRASS WORKS, INC., 312 S. Crawford, Detroit 17, Mich. Brass and bronze bushings. G. F. Langford, pres.; D. F. Sexmith, vice-pres. and gen. mgr.; Peter Jellby, chief engr.; Peter Costa, works mgr.; A. Stullick, foundry supt.

SUPERIOR COACH CORP., Lima, O. School coaches, passenger coaches, funeral coaches and ambulances. J. H. Shields, pres.; L. H. Larsen, exec. vice-pres. and treas.; P. O. Krogh, vice-pres. mfg.; G. L. Runkle, vice-pres. engrg.; R. D. Johns, dir. of materials div.; C. D. Shields, central regional mgr., school coach div.; J. W. Wilt, eastern regional mgr., school coach div.; R. M. Allison, western regional mgr., school coach div.; F. C. Rees, mgr. funeral coach div.; C. D. Blauvelt, dir. of foreign sales; W. R. Roush, dir. adv. and sales prom.; H. E. Bradford, adv. mgr.; T. E. Shields, mgr. sales prom.; J. B. Maurer, mgr. service div.; R. E. Hunt, pur. agt.; W. D. Stewart, compt. **Adv. Agcy.** — Howard Swink Adv. Agcy. - Marion, O. John K. Lord, acct. exec.

SUPERIOR COACH CORP., Southern Div., Kosciusko, Miss. School and passenger coaches, Pontiac funeral cars and ambulances. D. A. Shields, gen. mgr.; J. R. Bidwell, mgr. funeral coach sales; D. J. Hardin, mgr. bus sales; W. J. Miller, pur. agt.; T. O. Krogh, chief engr.

SUPERIOR STEEL CORP., Carnegie, Pa. Strip steel; spring steel; alloy, stainless, clad metals and other specialties. Carl I. Collins, pres.; E. J. Reardon, exec. vice-pres.; J. C. Ferguson, secy.; R. P. Fierst, treas.; W. M. Cowles, vice-pres. in chge. of sales; J. W. Marrinan, vice-pres., oprns.; K. W. Massey, development engr.; John Bigham jr., mgr. stainless steel sales; F. K. Myers, asst. sales mgr. (alloy and spring steels); F. L. Fox, asst. sales mgr. (clad metals); W. L. Keene, dir. research & metallurgy; J. Klentz, asst. gen. supt.; K. W. Grube, gen. supt.; J. H. Morgan, pur. agt.; C. L. Raco, traf. mgr.; P. R. McMahon, indus. rel. **Det. Rep.**—J. B. Fisher, 626 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Downing Industrial Advertising, Inc., 526 Oliver bldg., Pittsburgh 22, Pa.

SUPERSITE CORP., 300 Seymour ave., Derby, Conn. Mirrors, penetrating fluids, for corroded and rubber-to-metal action parts, Protekt-A-Dor (door bumper). William Berk, pres.; J. I. Berk, vice-pres., adv. and sales mgr.; R. B. Berk, secy.; Rene Daon, chief engr. **Det. Rep.**—Les Moss. **Adv. Agcy.**—Shohet-Myer Advertising Agency, Yonkers, New York.

SUPERSITE CORPORATION, 300 Seymour ave., Derby, Conn. Automotive mirrors and safety devices. William B. Berk, pres.; Jerome I. Berk, vice-pres., sales mgr.; Richard B. Berk, secy., and treas.; Nicholas Minetti, works mgr.; Rene Daon, chief engr.; Charles Bookman, traf. mgr.; **Det. Rep.**—Les Moss, 64-32 Cass ave. **Adv. Agcy.**—Neary Advertising Agency, Inc., Beacon Falls, Conn. Hank Barcus, acct. exec.

SUPREME STEEL EQUIPMENT CORP., 53rd st. and 1st ave., Brooklyn 32, N. Y. Steel wardrobe and storage cabinets, steel lockers, steel shelving, steel automotive parts and bins. John P. Posa, pres. and gen. mgr.; Eva Dainoff, treas. and sales mgr.; Edward P. Hunerberg, secy. and pur. mgr.

SURCO PRODUCTS, INC., 3256 E. 11th ave., Hialeah, Fla. Car Fresh'ner deodorizers. Bernard Surloff, pres.; Lena Surloff, secy.; H. I. Surloff, treas.

SURE RITE PRODUCTS CO., 3810 N. 19th st., Philadelphia 40, Pa. Blok-Seal, spark plug cleaner, windshield wiper hose, cork gasket, (head gasket sets), jack oil, tire white, radiator stop leak, cooling system cleaners, fabric cleaners, Sure-Plate (for resilvering headlight reflectors), Kleerust, car wash shock and knee action oil. Samuel Haisfield, pres.; R. M. Paul, vice-pres.; B. Haisfield, secy.; Martin Haisfield, treas.; Charles E. Paul, works mgr.; William Wilson, gen. mgr., asst. sales mgr.; Eugene I. Paul, prod. mgr., adv. mgr., parts and acc. mgr.; Robert W. Luke, traffic mgr.; S. McDonough, chief engr.; Samuel Haisfield, sales and sales prom. mgr.; Paul V. Ormsby, pur. agt. **Adv. Agcy.**—E. E. Engleman, Philadelphia, Pa.

SWACO PRODUCTS CORP., 204-08 Jamaica ave., Hollis, L. I., N. Y. Whitewall tire cleaner, hand cleaners, garage floor cleaners. S. Woursell, pres. and works mgr.; F. Klemm, secy.

SWAN RUBBER CO., 436 E. Mansfield st., Bucyrus, O. Garden and air hose, heater hose for replacement and original equipment. M. G. Nussbaum, pres.; Fred C. Ward, vice-pres. and treas.; H. A. Loewy, secy.; Frank Tobin, pur. agt.; Cody Ressegger, works mgr.; M. W. Miller, vice-pres. and sales mgr. and adv. sales prom. mgr.; C. B. Jacobs, chief engr.; J. C. Fletcher, traf. mgr. **Det. Rep.**—Allen & Anderson Co., 212-214 Briggs bldgs., Birmingham, Mich. **Adv. Agcy.**—Belden & Hickox, Cleveland, O. Jack Bunting, acct. exec.

SWANNEY, McDONALD & WILLIAMS, 2929 N. Ontario st., Burbank, Calif. Cold rolled and stainless steel automotive stampings, all types of roll forming. Harry L. Williams, partner. **Det. Rep.**—Max A. Todd, 226 blvd. Temple bldg., 2567 W. Grand blvd., Detroit 18, Mich.

SWEDISH GAGE CO. OF AMERICA, 10641 Haggerty ave., Dearborn 1, Mich. Plug; ring and special gages, fixtures to blue print, gage blocks, amplifiers. Thor Olson, vice-pres.; E. C. Lindman, secy., treas., gen. mgr.; G. R. Peterson, works mgr., serv. mgr.; W. O. Gierk, asst. sales, parts and acc. mgr. **Adv. Agcy.**—Dudgeon Taylor and Bruske, Detroit, Mich., John Taylor, acct. exec.

SWEET CO., H. C., 12345 Telegraph rd., Detroit 39, Mich. Marking machine for service shop floors, lanes, etc. Harold C. Sweet, pres. **Adv. Agcy.**—Tech Ad., Detroit, Mich.

SWIFT BODY CO., INC., 106 Hoyt st., Saginaw 29, Mich. All steel, all aluminum and composite steel and aluminum truck bodies, meat bodies, urban bodies, bakery bodies, etc. Stanley H. Swift, pres.; M. F. Swift, vice-pres.; Lyman J. Goes, secy.; Wiley W. Foust, sales mgr.; **Det. Rep.**—Jach Johnston. **Adv. Agcy.** — Bradford-LaRiviera, Inc., 205 No. Jefferson, Saginaw, Mich.

SWIFT MFG. CO., Columbus, Ga. Woven cottons, blends, and fibre seat cover material, trim cloths, cotton open-mesh material, headlining (cotton and fiber). C. H. Williams, pres.; Paul K. McKenney jr., vice-pres.; Mote Andrews, vice-pres.; G. L. Williams, vice-pres. and secy.; E. A. Bentley, vice-pres.; H. A. Fuller, treas.; W. F. Ziegler, supt. **Seat Cover Sales Div.:** Mote Andrews, vice-pres.; F. F. Hamburger, Harry Hartjen, Detroit.

SYRACUSE GAUGE CO., INC., P. O. Box 203-Eastwood sta. Syracuse 6, N. Y. Tire pressure gauges, compression gauges, air chucks, screw machine work and complete secondary equipment. J. Mezzalingua, pres. and secy.; Richard F. Edwards, vice-pres., treas. and gen. sales mgr.; Francis Scherr, works and serv. mgr.; I. Brokhoff, chief engr.; J. Doyle, parts and acc. mgr.

T

TKF CO. (The Kramer Fabricating Co.), 920 Fisher bldg., Detroit 2, Mich. Roller ratchet open end wrenches. Thomas K. Fisher, pres.; Howard D. Wixson, vice-pres.; H. Omell, secy; S. Gammon, treas.; Al Kavalar, chief engr. **Det. Rep.**—William M. Hamilton, 2547 Monroe blvd., Dearborn, Mich. **Adv. Agcy.**—J. Moran, Royal Oak, Mich.

TALK-A-PHONE CO., 1512 S. Pulaski rd., Chicago 23, Ill. Intercommunication equipment. Dan F. Kagan, sales mgr.

TAPLEY PRODUCTS, 53 Park Place, New York 7, N. Y. Brake testing meters, brake efficiency indicators, performance and gradient meters. Gordon B. Dick, Kenneth C. Dick, co-owners. **Adv. Agcy.**—Richard & Gunther, New York, N. Y.

TAYLOR CHAIN CO., S. G., 3 - 141st st., Hammond, Ind. Tire chains and accessories for passenger cars, trucks, buses, and tractors. T.M. tow chains, T.M. auto sling chains. E. W. Taylor, pres.; O. W. Sandstrom, vice-pres. sales, adv., sales prom. mgr.; R. G. Oliver, secy., pur. agt.; S. G. Taylor jr., treas.; E. W. Chapman, asst. sales; E. K. Phares, chief engr. **Adv. Agcy.**—Jones & Taylor & Assoc., 407 National Bank bldg., South Bend 1, Ind. Charles G. Hohman, acct. exec.

TAYLOR INSTRUMENT COMPANIES, Ames st., Rochester 9, N. Y. Industrial instruments for indicating recording and controlling temperature, pressure, humidity, flow and liquid level; barometers, auto altimeters, thermometers, hygometers, anemometers, compasses, sling psychrometers, hydrometers. L. B. Swift, chmn. of bd.; R. E. Olson, pres.; H. J. Noble, exec. vice-pres. and treas.; R. C. Mertz, secy.; P. A. Bleyler, com'l sales mgr.; A. J. Fleig, indus. sales mgr.; Frank S. Ward, gen. sales mgr.; W. W. Lockwood, adv. mgr.; N. C. Schmid, serv. mgr., parts and acc. mgr.; R. E. Clarridge, chief engr.; A. H. Barrett, pur. agt.; M. J. Kuebel, asst. pur. agt.; L. Greene, traf. mgr.; W. Corwin, pub. rel. mgr. **Det. Rep.**—Coon DeVisser Co., 2051 W. Lafayette blvd. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., Buffalo, N. Y. I. L. Peterson, acct. exec.

TECHNICAL TAPE CORP., W. 177th st., and Harlem River, New York 53, N. Y. Tuck masking tape, home workshop tape, masking paper, vinyl electric tape. Paul Cohen, pres.; Jerome F. Cohen, vice-pres., secy.; Charles Katz, vice-pres., dir. of pur.; Stanley Stutz, vice-pres., dir. of sales; Thomas Taverna, vice-pres., dir. of engrg.; Louis S. Heyman, compt.; William Jacobs, traf. mgr.; Mario Perri,

(Continued on Page 272)

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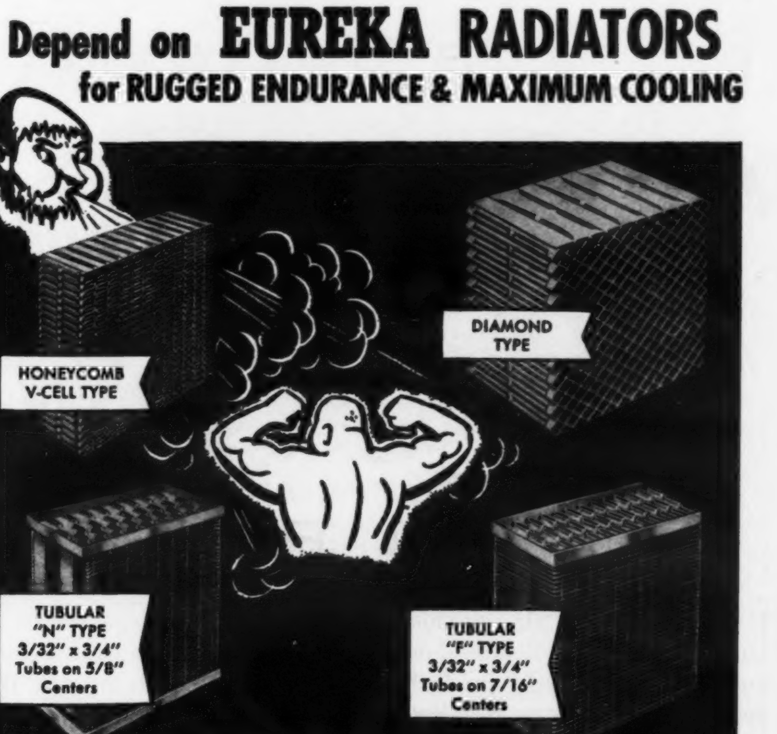

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Who's Who in the Auto Industry

(Continued from Page 271)

prod. mgr.; Joe Greenman, chief chem.; Paul Shalita, dir. of research. **Det. Rep.**—Richard Coleman, 6432 Cass ave.

TECHNICAL TEXTILE CO., 4640 Large st., Philadelphia 24, Pa. Plastic cloth for seat covers. Morris Davidson, pres.

TECUMSEH PRODUCTS CO., Tecumseh, Mich. Refrigeration compressors and condensing units. R. W. Herrick, chmn. of bd.; J. E. Layton, pres.; C. M. Brown, exec. vice-pres.; P. Breitenwischer, secy.; P. Hohenstein, treas.; T. W. Rundell, gen. mgr.; V. Humble, factory mgr.; F. G. Purcell, sales mgr.; H. M. Kelso, serv. sales mgr.; P. G. Colgrove (eastern) and D. J. Bowen (western) asst. sales.; A. S. Russell, adv. mgr., sales prom. mgr.; J. K. Touborg, exec. vice-pres. in chge. of engrg; R. A. Preston, chief engr.; F. V. Owen, pur. agt.; H. T. Walter, serv. mgr. **Adv. Agcy.**—The Jaqua Co., Grand Rapids, Mich. G. Richter, acct. exec.

TEL AUTOGRAPH CORP., 1128 Crenshaw blvd., Los Angeles 19, Calif. Intercommunication systems. Louis R. Kurtin, pres., chmn. of bd.; David M. Goodman, chief exec. officer; George M. Szabad, secy.; David W. Chappuis, treas.; R. L. Geiger, works mgr.; Jerry S. Frank, gen. mgr.; Frank C. Fredericksen, asst. mktg. mgr.; Donald T. Fowler, sales prom. mgr.; R. G. Leitner, chief engr. **Det. Rep.**—C. H. Huber, 140 Madison ave., Detroit. **Adv. Agcy.**—Hill & Christopher, Los Angeles, Calif., Bernard F. Klein, acct. exec.

TEMPO PRODUCTS CO., 2075 E. 65th st., Cleveland 3, O. Automotive paint touchup. John R. Kaiser, pres.; Robert R. Elliott, vice-pres.; Roscoe Stemple, secy.-treas. **Det. Rep.**—John Jokela, 22456 S. Kane ave., Detroit, Mich. **Adv. Agcy.**—Hickox Advertising, 1900 Euclid ave., Cleveland 15, O John Hickox, acct. exec.

TEXAS CO., THE, 135 E. 42nd st., New York 17, N. Y. Petroleum products. J. S. Leach, chmn. of bd.; A. C. Long, pres.; R. F. Baker, exec. vice-pres.; J. W. Foley, exec. vice-pres.; M. Halpern, senior vice-pres.; O. J. Dorwin, vice-pres. and gen. counsel; S. T. Crossland, vice-pres. and treas.; C. B. Barrett, S. C. Bartlett, T. E. Buchanan, E. R. Filley, R. Fisher, F. H. Holmes, N. Lilley, J. H. Pipkin, J. T. Wood jr., J. S. Worden, F. M. Dawson, H. T. Dodge, vice-presidents; W. G. Ellicker, secy.; E. C. Breeding, comptr.

TEXTILEATHER, Div. of The General Tire & Rubber Co., 607 Madison ave., Toledo 3, O. Pyroxylin and vinyl resin-coated fabrics and unsupported vinyl film, fabric headlining, sport topping, leathercloth for automotive upholstery and trim. J. D. Lippmann, gen. mgr.; G. H. McGreevy, dir. of sales; W. F. Webb, contr.; J. S. Mather jr., gen. sales mgr.; J. E. Rowland, asst. sales mgr.; Stanley Sexton, automotive sales mgr.; Lee W. Mara, adv. and sales prom. mgr.; D. Davis, gen. pur. agt.; L. Cascadden, asst. pur. agt.; A. Sager, traf. mgr. **Det. Rep.**—Automotive Materials Corp., 23rd floor Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—D'Arcy Advertising Co. Terminal Tower bldg., Cleveland, O. Clyde Sussex, acct. exec.

THERMOID CO., Trenton, N. J. Brake linings, clutch facings, hydraulic brake parts and fluid, radiator hose, automobile carpeting, industrial hose, belting. Warren E. Hill, pres.; J. A. Lafferty, secy., treas.; G. S. Lamson, vice-pres., gen. sales mgr.; Carl Schell, vice-pres., chief engr.; A. Campbell, vice-pres., special sales div.; S. E. Shepard, sales mgr., replacement div.; Bert Petersen, adv. mgr.; D. A. Fruland, pur. dir.; Ward Mount, traf. mgr. **Det. Reps.** — Burness Sprague, D. H. Andrews, R. Wise, E. Kary, E. J. Waters, Thermoid Co., 7310 Woodward ave., Detroit 2, Mich. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia 2, Pa. M. A. Goldman, acct. exec.

THEXTON MFG. CO., 7600 Hwy. 7, Minneapolis 16, Minn. Piston expanders, oil pressure regulators, tuning bolts, gas line fittings, lockring spacers, firing indicators, valve plungers, starter terminal studs. Glen J. Worel, pres.; James W. Worel, vice-pres.; Kingsley Day, secy. and treas. **Adv. Agcy.** — Olmstead & Foley, Minneapolis, Minn.

THOMPSON GRINDER CO., 1534 W. Main, Springfield, O. Hydraulic surface grinders of all types and sizes, broach sharpening machines, form grinders. W. G. Baldenhofer, pres.; R. R. Baldenhofer, vice-pres., treas. and gen. mgr.; R. B. Andrews, secy.; J. C. Wilson, vice-pres., sales mgr., adv. mgr. and chief engr.; D. A. Walters, asst. sales and serv. mgr.; F. T. Wilson, pur. agt.; A. B. Martin, traf. mgr. **Det. Rep.**—Taylor-Thompson Machinery, 8095 Livernois. **Adv. Agcy.**—Emerson H. Mook, Inc., Dayton, O. E. H. Mook, acct. exec.

THOMPSON PRODUCTS, INC., 23555 Euclid ave., Cleveland 17, O. Automotive, aircraft, electronic and industrial parts. F. C. Crawford, chmn. of bd.; J. D. Wright, pres.; L. M. Clegg, vice-pres.; A. T. Colwell, vice-pres.; J. H. Coolidge, vice-pres., finance; R. S. Livingstone, vice-pres., per.; H. A. Shepard, vice-pres.; B. W. Chidlaw, vice-pres.; E. P. Riley, vice-pres., access., pneumatics and hydraulic prod. divs.; Mich. div.; L. W. Reeves, vice-pres., electronics and light metals div.; C. W. Ohly, vice-pres. and gen. mgr., Mich. div.; H. D. Bubb, vice-pres., jet and valve div.; E. C. Breisford, treas.; E. H. Jones, gen. counsel and secy.; E. J. Gibian, chge. ind. engrg.; G. R. Moore, mgr. valve div.; J. B. Gates, mgr., west coast div.; W. M. Jones, mgr. electronics div.; C. C. Logue, mgr. light metals div.; W. T. Rison, mgr. replacement div.; F. R. Witt, staff dir. of adv.; G. N. Hackett, pur. agt.; R. Bosch, pur. agt., Tapco plant; L. C. Schmetzer, traf. mgr. **Det. Rep.**— Ralph Minke, Fisher bldg., Detroit. **Adv. Agcy.** — Griswold-Eshleman Co., Cleveland, O. R. L. Baumgardner, acct. exec. **Adv. Agcy** — Tapco plant: Meldrum & Fewsmith.

THOMPSON PRODUCTS, INC., Michigan Div., 7881 Conant ave., Detroit 11, Mich. Steering linkages, front suspension ball joints, and miscellaneous chassis parts for passenger cars and trucks. C. W. Ohly, vice-pres. and gen. mgr.; M. H. Alldredge, sales mgr.; Robert E. Fidler, asst. sales mgr.; J. H. Booth, chief engr.; Roy Lesnew, pur. agt.; John W. Drake, pers. mgr.; Don Huey, comptr. **Adv. Agcy.**—The Griswold-Eshleman Co., Cleveland, O.

THOMPSON SERVICE SALES, Div. of Thompson Products, Inc., 2209 Ashland rd., Cleveland 3, O. Automotive engine and chassis parts. E. T. Syvertsen, mgr.; M. R. Hopkins, mdse. mgr. **Det. Rep.**—D. L. Huntsberry, 23311 Collidge hwy., Oak Park 37, Mich. **Adv. Agcy.**—Griswold Eshleman, Terminal Tower, Cleveland, O. George Heaslip, acct. exec.

THOMPSON & SON CO., HENRY G., 277 chapel st., New Haven 5, Conn. Hack saw blades, metal and wood cutting band saw blades. D. W. Northup, pres.; A. W. Tucker, vice-pres., sales and adv mgr.; D. C. Smyth, treas. and secy.; J. T. Barrett, asst. treas.; M. J. Radecki, plant mgr.; Frank W. Wandyes, supt.; H. W. Delano, pur. agt. **Adv. Agcy.**—Hugh Graham & Assoc., Inc., New Brittain, Conn. Stanley Lindh, acct. exec.

THOMSON INDUSTRIES, INC., 1029 Plandome rd., Manhasset, L. I., N. Y. Ball bushings, nylined bearings. John B. Thomson, pres.; S. G. Thomson jr., vice-pres.; A. C. Stevens, secy.; S. G. Thomson sr., treas.; Robert C. Magee, works mgr.; Howard R. Havemeyer, sales mgr. **Det. Rep.**—Detroit Ball Bearing Co., 110 W. Alexandrine ave. **Adv. Agcy.**—The Kotula Co., New York, N. Y.

THOR POWER TOOL CO., 175 N. State, Aurora, Ill. Portable air and electric tools. Neil C. Hurley jr., pres.; W. A. Nugent, exec. vice-pres.; J. A. McGuire, vice-pres., secy.; J. A. Hill, vice-pres., sales mgr.; J. A. Lind, treas.; Dean Smith, gen. mgr. mfg.; John Bank, works mgr., J. F. Corkery, sales prom. mgr.; W. G. Mitchell, chief engr.; Gale Wicks, pur. agt. **Det. Rep.**—Otto Shellenberger, 15605 Woodrow Wilson. **Adv. Agcy.**—Roche, Williams and Cleary, Inc., Chicago, Ill. John P. Roche, acct. exec.

TIDE WATER ASSOCIATED OIL CO., 79 New Montgomery st., San Francisco 20, Calif. Gasoline, motor oils, gear and chassis lubes, industrial oils and greases. D. T. Staples, pres.; L. F. Bayer sr., vice-pres.; Fero Williams sr., vice-pres. and treas.; P. E. Allan, admin. vice-pres. of mrktg.; H. B. Haney, vice-pres. and mgr. of transportation; H. Y. Hyde, admin. vice-pres. of mfg.; W. J. Burker, secy., 17 Battery Place, New York 4, N. Y.; R. D. Richardson, contr., 79 New Montgomery st., San Francisco 20, Calif.; T. M. Dailey, mgr., economics dept.; H. G. Fillhower, mgr., employe rel. dept.; J. W. Gendron, mgr., oil pur. and exch. dept.; C. N. Pollak, mgr., pub. rel. dept. **Eastern Div.:** 17 Battery Pl., New York 4, N. Y. H. A. Jackson, vice-pres. and div. gen. mgr.; J. G. Jimenez, div. mrktg. mgr.; F. L. Frost, div. adv. supt. J. F. McGrath, div. sales train. and prom. supt.; Arthur Jungdahl, div. pur. supt. **Central Div.:** Thompson bldg., Tulsa 2, Okla., J. E. Roth, vice-pres. and div. gen. mgr.; J. W. Warner, vice-pres. and div. mrktg. mgr.; C. W. Nicholson, div. adv. supt.; J. E. Johnston, div. pur. supt. **Southern Div.:** Mellie Esperson bldg., Houston 1, Tex. E. B. Miller jr., vice-pres. and div. gen. mgr.; D. L. Ratliff, div. pur. supt. **Western Div.:** 79 New Montgomery st., San Francisco 20, Calif. T. L. Wark, vice-pres. and div. gen. mgr.; W. A. Reanier, div. mrktg. mgr.; H. R. Deal, mgr. of adv. and sales prom.; G. M. Dixon, div. pur. supt.

TILLOTSON MFG. CO., 761-769 Berdan ave., Toledo 12, O. Carburetors and gasoline fuel strainers. H. R. Schausten, pres., gen. mgr., sales and adv. mgr.; A. E. Payne, vice-pres. and works mgr.; J. Harold Bones, secy. and treas.; E. A. Petsch, serv. mgr.; B. C. Phillips, chief engr.; H. F. Bowlin, pur. agt.; C. Grau, traf. mgr. **Adv. Agcy.**—Miller Agency Co., 2144 Madison ave., Toledo, O.

TIMBERLOCK ENTERPRISES, Highway 6 and South Kansas ave., Hastings, Neb. Truck bodies, wagon boxes, pickup conversion units, and electric and power take-off underbody hoists. Jack Binderup, mgr.; Irl Anspach, plant supt.

TIMKEN-DETROIT AXLE DIV., Rockwell Spring and Axle Co., 100-400 Clark ave., Detroit 32, Mich. Front axles—driving and non-driving; rear axles—single speed, double reduction, two-speed double reduction, hypoid-helical; worm and double reduction tandem drive rear axle units; transfer cases, torque dividers and brakes for motor trucks and motor buses; trailer axles and brakes; transmissions, final drives and brakes for tractors and self-propelled farm implements, industrial truck driving axles, special drives and brakes for industrial machinery, forgings and stampings. Willard F. Rockwell, chmn. of bd.; Robert C. Enos, pres.; F. W. Parker jr., exec. vice-pres.; C. C. Bartell, vice-pres. sales; P. V. Osborn, vice-pres. mfg.; N. R. Brownyer, vice-pres. field service engrg.; R. M. Hays, vice-pres. trailer div.; R. H. Trese, vice-pres.; A. I. Hawkins, vice-pres.; G. J. Finzel, compt.; Walther F. Scheel, chief engr.; N. S. Lincoln, sales mgr.; W. J. Joyce jr., market research mgr.; Richard Bannister, adv. mgr.; K. P. Hayes, serv. parts mgr.; V. E. Gumbleton, dir. of pur.; J. L. Griffin, pur. agt. **Adv. Agcy.**—MacFarland, Aveyard & Co., 333 Michigan ave., Chicago 1, Ill. E. W. Stokes, acct. exec.

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TIMME & SON, E. F., 1 Park ave., New York 16, N. Y. Pile fabrics. William E. Roschen, general partner; Ellis Leach, gen. mgr.; William Van Schaischa, asst. gen. mgr.; H. Arnold Giles, mgr. ind div.

TIMMONS METAL PRODUCTS CO., 845 Harrisburg Pike, P. O. Box 86, Columbus 16, O. Beverage, utility and refrigerated bodies, vending trailers. Kenneth K. Timmons, pres., gen. mgr.; Frank C. Timmons, vice-pres., sales mgr.; Wilson D. Timmons, secy., works mgr.; Carl F. Jagsch, treas., chief engr. John D. Harrow, asst. sales.

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Good question! And the answer would seem to be that "circulation alone doesn't sell merchandise." As any smart merchandiser knows: *one reader who sees your ad is worth 101 who don't.*

Before you place another order for newspaper space in Philadelphia, *look at all three.* The new NEWS, as one glance will show you, is *the bright one* . . . a paper that's bought on the stands because it's wanted in the homes. And in our sparkling tabloid pages, your ads are seen. *We couldn't bury them if we tried.*

Yes, in the new NEWS your ads are *seen;* and *sell* . . . in more than 175,000 responsive, prosperous households.

If your ads have been getting buried remember that, while our circulation is not the biggest, *one reader who sees your ad is better than 101 who don't.*

Come out in the open with your advertising. Put a schedule in the new NEWS. Let people see what you're selling and you'll *see the bright difference.*

Represented by: REYNOLDS-FITZGERALD
New York · Chicago · Detroit · Syracuse · Atlanta
Los Angeles · San Francisco · Seattle · Philadelphia

PHILADELPHIA DAILY
*** NEWS ***

**Gain 117,303 lines*
First Quarter 1956
Total Daily Advertising *Media Records Inc.*

Who's Who in the Auto Industry

(Continued from Page 272)

binders, radiator seal, chemicals and equipment for impregnating. J. Walter Becker, pres.; M. A. Buettell, vice-pres.; E. T. Juday, secy.-treas.; T. W. Juday, gen. mgr.

TINIT MFG. CO., INC., 1635-39 Platte st., Denver 2, Colo. Soldering tinning compound, soldering paste, soldering salts, welding-brazing flux, hand cleaner, radiator seal, radiator cleaner, windshield washer solvent, solder paddles, parts and acid brushes, automobile body tools. Norval Olsen, pres., sales mgr.; George A. McElroy, vice-pres.; E. M. Olsen, secy., treas.

TITEFLEX, INC., 500 Frelinghuysen ave., Newark 5, N. J. Passenger car, truck and bus lines, automotive replacement lines, expansion-type bellows, gas and oil filter lines (flexible all metal hose), radio ignition shielding; Quick Seal couplings. Elbert E. Husted, pres.; James McBean, treas.; Gordon J. Wygant, sales mgr., aviation div.; Elbert E. Husted, III, sales mgr., industrial div.; John J. Phillips, vice-pres. in chge. of engrg. and sales; Charles J. Wilde, chief engr.; Brad Willcox, pur. agt.; William Pitcairn, adv. mgr. **Det. Rep.**—E. C. Frank, 641 Book bldg., Detroit 26. **Adv. Agcy.**—Arndt, Preston, Chapin, Lamb & Keen, Inc., 160 N. 15th st., Philadelphia 2, Pa. Norton J. Bond, acct. exec.

TOBIN-ARP MFG. CO., 6400 Penn ave. S., Minneapolis 23, Minn. Line boring and shell bearing boring machine, rod boring attachment, pin fitting machine, king pin fitting machine, parts cleaning equipment, valve facers, valve seat grinders and air-draulic presses. E. A. Arp, pres.; A. W. Larson, exec. vice-pres., gen. mgr.; Wm. M. Leigh, vice-pres. chge. of sales; Jack M. Taylor, secy. and compt.; Harold A. Johnson, prod. mgr. **Adv. Agcy.**—William L. Baxter, Minneapolis, Minn.

TOKHEIM CORP., 1602 Wabash ave., Fort Wayne 1, Ind. Service station pump, and access., hand pumps, power pumps and portable air compressors, and oil display cabinets. E. S. Higginbotham, chmn. of bd. and pres.; J. M. Huguenard, vice-pres. and gen. sales mgr.; D. Cunningham, vice-pres. and secy.; H. J. Mammoser, vice-pres. and treas.; C. W. Wright, vice-pres., mfg.; L. R. Frazier, sales mgr., gasoline pumps; F. H. Loos, adv. mgr.; Wm. Louthan, serv. mgr.; J. R. Laughlin, pur. agt.; Otto Scheurer, chief engr.; **Marion Gardiner, ser. mgr.**; Ralph Blue, traf. mgr. **Det. District Mgr.**—H. B. Gavigan. **Det. Rep.**—Earl Parrish, 18911 James Couzens hwy. **Adv. Agcy.**—Jones & Taylor and Assoc., South Bend, Ind.

TOLEDO STEEL PRODUCTS CO., Div. of Thompson Products, Inc., 6402 Cedar ave., Cleveland 3, O. Motor and chassis replacement parts. C. L. Kahlert, mgr.; G. A. Poe, C. L. DeShetler, John Merritt, regional sales mgrs.; W. E. Kilgore, fleet sales mgr.; R. J. Stanish, serv. engrg.; R. M. Schoonover, adv. mgr. **Det. Rep.**—L. F. Nedvidek. **Adv. Agcy.**—Griswold Eshleman, Cleveland, O.

TONE MFG. CO., 608 Hubbard st., N. E., Grand Rapids 5, Mich. Auto polish and cleaner, Fish-Eye killer. Carl E. Grebe, pres.; James F. Wendell, vice-pres. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich.

TOPPS-ALL PRODUCTS CO., 3815 Tibbett ave., New York 63, N. Y. Cleaners, polishes, spot removers, tar and wax removers, white tire paint and cleaner, rubber dressing in black, brown, grey, green and blue, hand cleaners, rubbing and buffing compounds, bug and rust removers, garage floor cleaners and leather cleaner. Edwin Cohn, pres. and gen. mgr.; Mac Gershon, secy.; Oscar V. Smith, works mgr. **Adv. Agcy.**—Furman Co., New York, N. Y.

TORRINGTON CO., 59 Field st., Torrington, Conn. Torrington needle bearings. W. C. Thompson, pres.; M. E. Berglund, exec. vice-pres.; E. B. Thompson, vice-pres. sales; L. W. Smith, vice-pres. mfg.; B. T. Virtue, vice-pres. engrg.; F. A. Pearce, vice-pres. finance; W. W. Bielock, secy.; W. R. Reid jr., gen. sales mgr.; D. E. Lewis, sales mgr. brgs.; R. G. O'Connell, asst. sales mgr. brgs.; J. A. Sarka, distr. supt.; W. J. St. Onge, adv. mgr.; R. H. White, chief prod. engr.; W. V. Viering, pur. agt.; F. W. Sanders, J. H. Lancaster, asst. pur. agts.; **W. L. Morgan, traf. mgr. Det. Rep.**—**R. A. Ramsay, 16881 James** Couzens hwy. **Adv. Agcy.**—Hazard Advertising Co., 444 Madison ave., New York 22, N. Y.

TOW BAR SALES CO., 40 S. Clinton st., Chicago 6, Ill. Exclusive factory distributors automobile towing equipment, truck tow bars and saddles, protecto covers, carrying bags and all steel carrying cases, safety chains, parts, etc. Jack: Combination transmission and differential for trucks and autos. Ben Goldberg, gen. mgr., pur. agt.; Myrtle Karus, sales mgr.

TOWNSEND CO., New Brighton, Pa. Locknuts, special cold headed parts and fasteners, self-tapping screws. F. R. Dickenson, pres.; G. A. Bentley, gen. sales mgr.; H. C. Weidner jr., vice-pres. tech. sales; R. W. Daumiller, pur. agt.; W. E. Briceland, traf. mgr. **Det. Rep.**—R. E. Casner, 8640 W. McNichols rd., Detroit, Mich. **Adv. Agcy.**—Bond & Starr, Inc., Pittsburgh 22, Pa.

TRACTOR & IMPLEMENT DIV., Ford Motor Co., 2500 E. Maple rd., Birmingham, Mich. Tractors and farm machinery. Irving A. Duffy, vice-pres. and gen mgr.; Merritt D. Hill, asst. gen. mgr. and acting gen. sales mgr.; B. A. Best, gen. fin. mgr.; S. J. Gillen, div. contr.; R. E. Hunt, gen. mfg. mgr.; W. T. Murphy, asst. gen. sales mgr., adv., sales prom. and training; W. W. Dworshak, asst. gen. sales mgr., sales planning and analysis; K. F. Morlen, asst. gen. sales mgr., field oprns.; David Meeker, asst. gen. sales mgr., prod. sales and serv.; W. H. Binns, adv. mgr.; A. L. Lawson, sales prom. mgr.; J. B. Nicolls, serv. mgr.; Dale Roeder, chief engr.; I. R. Kappler, gen. pur. agt.; R. J. Stodart, traf. mgr.; L. F. Thompson, pub. rel. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Birmingham, Mich. W. H. Stone, acct. exec.

TRAFFIC TRANSPORT ENGRG., INC., 14301 Schaden ave., Dearborn, Mich. Automobile transport trailers, racks, dunnage, special trailers, C. C. Stuart, pres.; A. J. Maranowski, chief engr.; E. A. Gotz, pur. agt.

TRAILMOBILE, INC., 31st and Robertson ave., Cincinnati 9, O. Truck trailers. W. A. Burns, pres.; J. J. Black, vice-pres. engrg.; **Karl W. Mueller, vice-pres.** operations, L. R. Everhart, secy.; J. Eyler, vice-pres. sales; J. O. Young, vice-pres., branch oprn.; J. R. Kruizenga, asst. gen. sales mgr.; Walter Hasenzahl, gen. mgr. mfg.; Kent Snyder, adv. mgr.; W. H. French, dir. of pur.; E. J. Hobold, traf. mgr.; P. W. Heasley, vice-pres., treas.; Donovan Joslin, plant mgr.; Lloyd Senglaub, dir. of indus. rel.; George Martin, gen. serv. mgr.

TRAINOR NATIONAL SPRING CO., 700 N. Main st., New Castle, Ind. Flat leaf chassis springs, special shades of flat and round stock. Felix R. Trainor, pres. and gen. mgr.; Mrs. F. J. Trainor (inactive), vice-pres.; C. A. Trainor, secy., treas.; George Dafler, works mgr.; M. J. Hartzell, sales and adv. mgr.; H. E. Lonabaugh, pur. agt.; Gerald Bowman, traf. mgr.

TRANSUE & WILLIAMS STEEL FORGING CORP., 562 W. Ely st., Alliance, O. Drop forgings, metal stampings, overhead conveyor chain. J. C. Redmond, pres.; E. M. Cook, exec. vice-pres.; C. W. Bidwell, secy. and treas.; H. C. Martin, pur. agt.; Frank Johnson, traf. mgr.; J. A. Over, dir. of mfg. (forging); Ed Glauser, gen. supt. (stamping); J. W. Ament, sales mgr. (forging); C. J. Brunn, sales mgr. (stamping); G. E. Williams, chief engr. (forging); Ford Hoffman, chief engr. (stamping). **Det. Rep.**—R. E. Hess, 4040 Oakman blvd. (forging), Detroit 4, and L. H. Martens (stamping), 501 Curtis bldg., Detroit. **Adv. Agcy.**—The Lee Donnelley Co., 734 Union Commerce bldg., Cleveland, O.

TRANTER MANUFACTURING, INC., 735 E. Hazel st., Lansing 4, Mich. Refrigeration truck holding plates, "Kold-Hold" refrigeration lowsides, "Kold Trux" on the road truck refrigeration, tank heating "Platecoils." J. R. Tranter, pres.; J. H. Flewelling, treas.; H. E. Guyselman, exec. vice-pres.; S. J. Stowell, sales mgr.; C. P. Yoder, asst. sales mgr.; Mrs. L. S. Worthington, secy., adv. sales prom. and pub. rel. mgr.; Martin C. Nolen, pur. agt. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. Robert E. Jaqua, acct. exec.

TREGLOWN CO., INC., 137 South ave., Fanwood, N. J. Piston sealing compound, oil additive-solvents, cold solder materials. George C. Treglown, pres. and treas.

TRIANGLE JACK CO., INC., Box 2034, Wichita, Kans. Office and Factory: 211 Main st., Haysville, Kans. Chain jacks for all automobiles, Triangle jack service station model. Triangle shoulder jack for use on soft road shoulder. T. R. Breed, gen. mgr.; E. L. Herzer, secy.; Mrs. T. R. Breed, treas.; Randolph Pruett, works mgr. **Det. Rep.**—W. G. Kinmont, 6432 Cass ave., Detroit, Mich. **Adv. Agcy.**—McCormick-Armstrong, Wichita, Kans.

TRICO PRODUCTS CORP., Buffalo 3, N. Y. Windshield wipers, windshield wiper blades and arms, automatic windshield washers, vacuum operated window lifts, vacuum horns, vacuum pumps for wipers and power brakes. J. R. Oishei, pres.; R. J. Oishei, vice-pres.; G. Z. Spencer, sales mgr. replacement parts div.; R. S. Garrick, mdse. mgr.; C. J. Jennings, pur. agt. **Det. Mgr.**—C. E. Larson, General motors bldg., Detroit, Mich.

TRINDL PRODUCTS, LTD., 1807-11 S. Clark st., Chicago 16, Ill. Industrial arc welders and limited input type farm welders, twin carbon arc torches, welding accessories, electronic pipe thawers. Joseph H. Trindl, pres., treas.; Joseph H. Trindl jr., gen. mgr.; L. Arnston, secy. **Adv. Agcy.**—Engel Assoc., Chicago, Ill. F. Engel, acct. exec.

TRIPLEX CORP. OF AMERICA, P. O. Box 666, Pueblo, Colo. Aluminum permanent mold castings and aluminum pistons for automobiles and trucks. A. O. Herud, pres., gen. mgr.; T. Oliver Van Tuyl, vice-pres.; Trygve Meidell, secy., treas.; A. J. Holub, works mgr.; J. D. White, sales and adv. mgr., and sales prom. mgr.; J. R. Renfrew, chief engr.; E. J. McDonough, pur. agt. **Det. Rep.**—T. Oliver Van Tuyl, vice-pres.; J. R. Renfrew, chief engr.; C. R. Barrick, sales engr., 19158 James Couzens hwy. **Adv. Agcy.** — Burlingame Grossman, Chicago, Ill.

TRIPPE MFG. CO., 218 N. Jefferson st., Chicago 6, Ill. Fog lights, driving lights, spotlights, police and ambulance flashing lights, infra-red dryers (portable), cooling system cleaners. G. Trippe, pres.; S. H. Moss, secy.; Arnold Abrams, off. mgr. **Adv. Agcy.**—Allan David Agency, Chicago, Ill., Roland Berns, acct. exec.

TROY BLANKET MILLS, 200 Madison ave., New York City 16, N. Y. Luggage compartment linings, jute felt. Geo. K. Ripley, pres. (Troy, N. H.); Ed. J. Russell, vice-pres., pur. agt. and works mgr. (Troy, N. H.); F. F. Ripley, treas. (Troy, N. H.); Ray H. Bogert, sales mgr.; Alden F. Clay, asst. sales mgr.; K. V. Allen, traf. mgr. (New York). **Det. Rep.**—J. Y. Cutler, 222 W. Adams st., Chicago, Ill. **Adv. Agcy.** — H. B. Humphrey, Alley & Richards, New York, N. Y. Chas. Holcomb, acct. exec.

TRUCK EQUIPMENT CO., INC., 1791 Fillmore ave., Buffalo 14, N. Y. Tandemtrac suspension guardian radius arms, truxmore third axles, gravity spring suspensions, Teco steel dump bodies. E. R. Boeck, pres., gen. mgr.; H. H. Weber, vice-pres., sales mgr.; Norman Badger, adv. mgr.; P. D. Boeck, secy.; E. J. Boeck, treas., works mgr., chief engr.; George Bamberg, serv. mgr.; H. E. Wunderle, parts mgr.; E. H. Zittel, H. P. Hoefner, pur. agts.

TRUCK INDEX, INC., P. O. Box 622, Main Post Office, San Francisco 1, Calif. The Truck Index (digest of specifications and equipment of current-model new trucks). L. C. Nielson, pres.; M. E. Young, vice-pres.; M. M. Nielson, secy.

TRUCKSTELL MFG. CO., Union Commerce bldg., Cleveland 14, O. Dual-axle drives power dividers, hydro-trac, trailing axles, auxiliary transmissions. John Groenier, chmn. of bd.; D. W. Meyer, pres.; Raymond L. Page, William J. Reilly, vice-presidents; F. J. Hessler, secy.-treas.; J. J. O'Neill, western sales mgr.; J. M. Brown, eastern sales mgr.; **Manufacturing Plant,** Townsend, Mass.: Wm. Reilly, mgr. **Adv. Agcy.** — Fuller, Smith and Ross, Inc., Cleveland, O.

TRUCKTOR CORP., Route 22, Mountainside, N. J. Trailing third axles for trucks,

(Continued on Page 274)

The headlamps that aim to please

G-E *All-Weather* HEADLAMPS with Aim-right Gizmoes

Features to help you sell pairs:

1 Aim-right Gizmoes are glass pads molded into G-E *All-Weather* Headlamp lenses. They help aim the headlamp in aiming machines quickly, easily, accurately—in limited space . . . even in bright daylight! G-E Aim-right Gizmoes are smooth. They hug the lens surface and aren't vulnerable to breaking, chipping or cracking. (See aiming machine mfr's. instructions).

2 G-E *All-Weather* Headlamps with Aim-right Gizmoes can be aimed on any aiming machine.

3 The revolutionary new G-E lower beam filament shield improves driving safety during rain, snow, fog or sleet—cuts off uncontrolled upward light which ordinary headlamps reflect back into motorists' eyes.

4 To provide maximum light for seeing hills, curves and dips in clear weather, the upper beam is purposely left unshielded.

5 Passing is easier and safer, too. The redesigned lens-reflector combination directs light from lower beam up to 80 feet further along the right side of the road.

6 Preformed lead-in wires eliminate natural "spring action" and keep filaments from being pulled out of focus.

GET THE MOST OUT OF YOUR AIMING MACHINE

1 First, sell customers on the new safer seeing advantages of new G-E *All-Weather* Headlamps; then explain how proper aiming assures maximum benefits that General Electric builds into them. You make profits on the pair of new lamps and the aiming job, too!

2 Headlamps should be checked for aim every six months; road shock and vibration can cause them to get out of aim. So tell customers why they should return in a few months to have headlamps checked . . . and set up another profit for yourself.

3 Many states and cities require periodic safety inspections including headlamp aiming. An aiming device helps you cash in on this substantial business. Miniature Lamp Dept., General Electric Co., Nela Park, Cleveland 12, Ohio.

ORDER A SUPPLY OF GENERAL ELECTRIC *All-Weather* HEADLAMPS TODAY!
DISPLAY THEM IN A GOOD SPOT!
SELL THEM IN PAIRS FOR TWICE THE PROFITS!

Progress Is Our Most Important Product

GENERAL ELECTRIC

Who's Who in the Auto Industry

(Continued from Page 273)

single and tandem axle assemblies for trailers, four wheel chain and sprocket drive. Clayton Farris, pres.; Rogers Lord, vice-pres.; George L. Hartman, sales mgr. **Adv. Agcy.**—Thoma and Gill, East Orange, N. J.

TRUSCON STEEL DIV., Republic Steel, Youngstown 1, O. (Steel building prod.). D. K. Forsyth, works mgr.; C. B. McGehee, gen. mgr. of sales; D. M. Schmid, asst. gen. mgr. of sales; P. L. Callahan, adv. mgr.; W. D. Moorhead, chief eng.; J. Olchon, pur. agt.; A. M. Broennle, traf. mgr. **Det. Rep.**—C. T. Oakley, Truscon Steel Div., Republic Steel, 2011 Park ave., Detroit 26, Mich. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. John Goulet, acct. exec.

the best bet for the long haul

SLEEPER CABS

to fit All Trucks

Any standard or C.O.E. cab is extended only 22" for the installation of this efficient sleeping compartment. The addition blends in with the smart line of the modern cab.

Cab and sleeping compartment become one integral welded steel unit. Welded steel structural members give Sleeper Cabs greater strength and safety.

Generous ventilation, insulation from sound and outside temperature and four broad windows assure maximum comfort. The berth is easy to enter or leave while the truck is in motion.

Sleeper Cabs by Automotive Industries will pay off for you in saved driver-hours and greater alertness on the road!

Pullman-type berth with one piece inner spring mattress provides 75" of solid comfort. Dome light is standard equipment.

Flush doors enclose locked storage space 22"x19"x75" under the berth.

AUTOMOTIVE INDUSTRIES INCORPORATED
OWENDALE, MICH.

ALOFS LYFE-BELT with new metal-to-metal LYFE-LOK* buckle

*Patent Applied For

Exceeds CAA Requirements by more than 1,000 lbs.

We say, unconditionally, this is the finest belt on the market. Chrome-plated LYFE-LOK buckle locks instantly, releases instantly, remains closed under impact inertia of 30 G'S. It cannot release accidentally. Specially stitched 100% nylon webbing tests over 4,000 lbs. loop load. Hardware includes floor bracket, reinforcing plate and complete bolts and lock-nuts for fast, easy installation. Wide variety of webbing colors — packed in eye-catching, self-display cartons.

Buckles and Hardware Available for Your Belt

LYFE-LOK BUCKLE

HARDWARE ASSEMBLY

We're looking or jobbers and distributors. Write!

ALOFS MANUFACTURING COMPANY

345 32nd St., S.W. Grand Rapids, Michigan

TRUK-A-DOOR CO., 2457 Woodward, Detroit 1, Mich. Truk-A-Door (roll up type doors for trucks and trailers). B. L. Quarnstrom, partner; Cass B. Kale, partner. **Adv. Agcy.**—Livingston-Koster, Detroit 1, Mich.

TRUK-TARP CO., 9217 Weiss, Dallas 19, Tex. Truck canopies, canvas truck covers for pickup and stake. Walter L. Armistead, owner and gen. mgr. National distributor: Associated Sales and Distributing Co., Box 13212, Dallas 20, Tex.

TUMBLER, J. A. LABORATORIES, INC., 423 S. Hanover st., Baltimore 1, Md. Automotive chemical specialities. J. A. Tumbler, pres.; H. E. Tumbler, secy.-treas.; E. E. Gentile, traf. mgr.; J. A. Belanger, pur. agt.

TUNG-SOL ELECTRIC, INC., 95 Eighth ave., Newark 4, N. J. Automobile lamps, all glass sealed beam lamps, signal flashers, electron tubes, semiconductor prod. H. W. Harper, chmn. of bd.; Louis Rieben, pres.; R. E. Carlson, D. A. Harper, M. R. Schulte, J. E. Witbeck, A. K. Wright, George Keown, vice-presidents; H. M. Darling, vice-pres., treas.; John D. VanderVeer, gen. sales mgr.; L. E. Cotsen (renewal sales); Harold F. Cook, dir. adv. and mkt. research; R. M. Andrews jr., mgr. adv. and sales prom., Electronic prod.; E. G. Hazeltine, mgr. adv. and sales prom., automotive prod.; R. K. Braunsdorff, chief engr. (lamp div.); E. P. Garrettson, dir. of pur. **Det. Rep.**—C. A. Morse, Charles Becker, (initial equipment), 6-248 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—E. M. Freystadt Assoc., Inc., 570 Lexington ave., New York, N. Y. E. M. Freystadt, acct. exec.

TUNGSTEN CONTACT MFG. CO., 7311 Cottage ave., North Bergen, N. J. Automotive ignition replacement parts. S. H. Lipman, pres.; O. C. Hollopeter, vice-pres., secy.; W. C. Hollopeter, vice-pres.; R. A. Lipman, treas.; Charles Becker, works mgr.; F. W. Holland, chief engr. **Det. Rep.** — Amster-Heiser Co., 11814 Buckeye rd., Moreland bldg., Cleveland 20, O. **Adv. Agcy.**—The Furman Co., Inc., New York, N. Y.

TURBO MACHINE CO., Lansdale, Pa. The turbo line of steam cleaners. Robert F. Lawrence, gen. mgr. **Adv. Agcy.**—William Jenkins Advertising, Inc., Philadelphia 2, Pa. R. M. Dillett, acct. exec.

TURCO PRODUCTS, INC., 6135 S. Central ave., Los Angeles, Calif. Carbon removers, steam cleaning compounds, automotive body, truck and bus washing compounds, Dye penetrant flaw location process, solvent emulsion cleaners, carburetor and small parts cleaner, nonconductive safety solvent for cleaning electrical equipment, heavy-duty hot tank cleaning compound, concrete floor cleaning compound, nonflammable paint remover, masking materials for paint booth walls and fixtures, corrosion and rust preventive compound for metals. S. G. Thornbury, pres.; Lulu D. Robertson, vice-pres.; D. M. LeVasseur, secy.; Sidney E. Smith, treas.; D. T. Buist, sales mgr.; S. B. Van Dyne, adm. asst. to sales; D. Miller, sales coordinator; C. F. Devine, adv. sales prom.; A. H. Dekker, pur. agt.; Don Eckroad, asst. pur. agt. **Det. Rep.**—Bob Jackson, Chicago. **Adv. Agcy.** — Vanderboom, Hunt and McNaughton, Los Angeles, Calif.

TURK CORP., C. K., 1122 Mishawaka ave., South Bend 15, Ind. Caravan tops, tailgate steps, tent, awnings and other canvas items. C. K. Turk, pres., treas.; J. Coy McGee, vice-pres. sales; R. C. Turk, vice-pres. prod.; Harry Barrett, pur. agt.

TURNER MFG. CO., 404 W. Superior, Kokomo, Ind. Wheel balancing weights, weight removing tools, caster shims, coil spring stabilizers, stabilizer installation tools. E. W. Turner, pres.; J. R. Dailey, secy.-treas., and gen. mgr.; W. E. Puertges, works mgr. and chief engr. **Adv. Agcy.**—Max Comer Agcy., Kokomo, Ind.

TUTHILL SPRING CO., 760 W. Polk st., Chicago 7, Ill. Leaf springs, spring harrow teeth, implement parts, highway guard rail. H. T. Moore, pres.; W. F. Fischer, sales mgr.; W. S. Van Bergen, vice-pres.; L. E. Tuthill, secy.; S. M. Ziolko, treas.; R. L. Venning, pur agt.; F. A. Maggio, traf. mgr.

TWIN COACH CO., 850 W. Main st., Kent, O. Gas and propane engines, diesel engines, "44" marine engine, highway post office vehicles and pony express units. F. R. Fageol, chmn.; L. J. Fageol, pres.; John J. Lee, exec. vice-pres.; Edward P. Taylor, secy.-treas.; W. C. Smart, vice-pres. and gen. mgr.; A. F. Siers, chief engr.; W. C. McSherry, pur. agt. **Adv. Agcy.**—Palm & Patterson, Cleveland, O. A. C. Palm, acct. exec.

TWITCHELL, INC., E. W., 3rd and Somerset sts., Philadelphia 33, Pa. Fibre fabrics for seat covers, headlinings, door panels and truck linings. Textilene welting cords. E. W. Twitchell, pres.; Geo. C. Needham, vice-pres. and compt.; W. S. Bradford, vice-pres. and gen. mgr.; D. B. Pitman, vice-pres., fabrics div.; D. N. Harney, vice-pres., cordage div.; Geo. Webor, pur. agt.

TWIX MANUFACTURING CO., INC., 40-09 21st st., Long Island City 1, N. Y. Tools, dies, jigs, fixtures, weldments, dollies, assemblies, stampings. M. S. Gipstein, pres.; D. J. O'Brien, vice-pres.; S. Shaler, secy.-treas., chief engr.; G. G. Cohen, gen. mgr.; M. Pietrantoni, works mgr.; J. Albert, sales mgr., adv. mgr.; J. Saldinger, asst. sales.; J. Kakas, asst.; P. Sullivan, traf. and serv. mgr.; B. Pilmer, pur. agt., parts and access. mgr. **Adv. Agcy.**—Harold Marshal Advertising Co., Inc., New York City, N. Y. H. Marshal, acct. exec.

TYER RUBBER CO., Andover, Mass. Moulded and extruded industrial rubber products, rubber and canvas footwear, rubber roll coverings. W. E. Brimer, pres.; F. J. Emmett, vice-pres. sales; K. C. Bevan, vice-pres. mfg.; Chas. B. Whiteside, pur. agt.; B. F. Dane, traf. mgr.

TYREX SALES CORP., 71-09 Austin st., Forest Hills, 75, N. Y. Tubeless tire repair products. William R. Westfall, pres.

TYSON BEARING CORP., Subsidiary of S-K-F Industries, Inc., Massillon, O. Tapered roller bearings. H. I. Lewis, pres.; W. S. Mahoney, exec. vice-pres.; G. W. Kaylor, asst. secy, and pur agt.; Philip Sutherland, treas.; George M. Lange, vice-pres. in chge. of sales; Ivan C. Mann, asst. sales mgr.; C. W. Becherer, prod. mgr.; W. H. Smyth, supt.; James L. Craney, chief insp.; Samuel S. Doroslov, foreman, shipping dept., chief engr., applications; J. E. Zuber, chief engr.; Harry H. Held, traf. mgr. **Det. Rep.**—Frank W. Lynch, 19456 James Couzens hwy., Detroit 35, Mich. Wyandotte Industrial Sales, Wyandotte, Mich. (replacement bearings).

U

U. S. AXLE COMPANY, INC., Water st., Pottstown, Pa. Automobile, truck and bus axle shafts. L. E. Orgill, pres. and gen. mgr.; E. D. Gudebrod, vice-pres.; George M. Longaker, secy.; Elizabeth L. Watson, treas.; Arnold Watson, sales and adv. mgr. **Det. Rep.**—Arthur Watson, 2615 Rochester rd., Royal Oak, Mich. **Adv. Agcy.**—Burlingame-Grossman, 207 S. Wabash ave., Chicago, Ill. M. A. Harris, acct. exec.

U. S. CHEMICAL & SUPPLY CO., 400 East Tenth ave., North Kansas City, Mo. Z-4 automotive chemicals, Z-4 portamatic flush machine, U. S. Safety hoist and handler. Paul C. Burandt, pres. and gen. mgr.; A. J. Blasco, vice-pres. and treas.; James C. Logan, vice-pres. and secy.

U. S. INDUSTRIAL CHEMICALS CO., Div. of National Distillers Products Corp., 99 Park ave., New York 16, N. Y. Industrial alcohol, chemicals and polyethylene resins. Dr. R. E. Hulse, vice-pres., gen. mgr.; R. H. Cornwell, prod. div.; Lee A. Keane, sales vice-pres. **Adv. Agcy.**—G. H. Basford & Co., New York, N. Y.

U. S. METAL PRODUCTS CO., INC., 1045 Atlantic ave. Brooklyn 38, N. Y. Fog, driving, utility lights, back-up and stop lights, directional signals, license plate frames, side-view mirrors, trouble lights (portable); Benjamin Lapidus, pres.; S. H. Lapidus, secy., treas. and sales mgr.; William Horman, pur. agt. **Det. Rep.**—A. L. Sporkin Assoc., 600 S. Michigan ave., Chicago. **Adv. Agcy.** — Murray Furman Co., New York, N. Y.

U. S. PLUG AND FITTING CO., 1000 N. Main st., Wellington. O. Pipe and drain plugs, reducer, bushings, steel, cast iron, malleable iron, brass, aluminum, magnesium. Samuel B. Katz, pres.; Ray S. Gurnick, vice-pres.; Don Doig, sales mgr.; Guy Krueger, pur. agt. and traf. mgr.

U. S. THERMO CONTROL CO., 44 S. 12th st., Minneapolis 3, Minn. Mechanical refrigeration for trucks and trailers. J. A. Numero, pres.; M. B. Green, vice-pres. and gen. sales mgr.; S. S. London, adv. mgr.; H. H. Kolbo, asst. sales mgr.; L. B. Rasmusson, works mgr.; V. W. Snyder, serv. mgr.; Fred M. Jones, chief engr.; E. J. Brown, pur. agt. **Adv. Agcy.**—Bozell and Jacobs, Minneapolis, Minn. Oreland Johnson, acct. exec.

U. S. WASHMOBILE, 276 Halsey st., Newark, N. J Auto washing equipment. Bernard Budish, pres.; Wm. C. Koppel, vice-pres.; J. Vani, chief engr.; Max M. Fruchter, treas.; A. Malpede, pur. agt.; M. Bastien, traf. mgr. **Det. Rep.**—C. E. Kirk, 1030 Tenney ave., Dearborn, Mich. **Adv. Agcy.**—Sherman Lawrence Advertising, Newark, N. J. Morton J. Weinstein, acct. exec.

UCINITE CO., Div. United Carr Fastener Corp., 459 Watertown st., Newtonville 60, Mass. Lamp components; switches; lamps, secondary; control components: lighting devices and switches, ordnance: indicators. William Wingard, pres.; Vincent R. Herterick, vice-pres.

UDYLITE CORP., THE, 1651 E. Grand blvd., Detroit 11, Mich. Plating equipment and supplies. C. H. Reeme, pres.; L. V. Nagle, exec. vice-pres.; L. J. Minbiole jr., sales mgr; H. S. Maynard, secy.; R. C. Trees, dir. adv., sales prom. and mkt research; A. L. Barak, treas.; J. V. Davis, chief engr.; V. E. Zobel, pur. agt.; D. J. Giddings, asst. **Adv. Agcy.**—Zarker Advertising Co., Penobscot bldg., Detroit.

UNDERWOOD CORP., One Park ave., New York 16, N. Y. Typewriters, adding-figuring machines, accounting machines, carbon papers, ribbons and supplies; punched card accounting machines and systems, electronic computers, TelExective speech prompters. L. C. Stowell, chmn.; F. M. Farwell, pres.; H. L. Junge, exec. vice-pres.; W. F. Arnold, vice-pres.; J. D. Donovan, gen. sales mgr.; F. D. Lehn, secy. and treas.; C. H. W. Ruprecht, adv. mgr.; Andrew Cerruti, asst. adv. mgr.; W. H. Shepler, serv. mgr.; W. E. Clark, pur. agt. **Det. Rep.**—W J. Modrack, Underwood Corp., Park avenue bldg., Detroit 26. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, 52 Vanderbilt ave. New York. Jay Berry, acct. exec.

UNION CITY BODY CO., INC., W. Pearl, Union City, Ind. Package delivery bodies. H. D. Fitzgerald, chmn. of bd.; W. L. Adelsperger, pres. and treas.; E. K. Beck, exec. vice-pres.; E. J. Fitzmaurice, vice-pres. and gen. mgr.; J. B. Koontz, C. C. Koontz, vice-presidents; R. K. Ayers, secy. and asst. treas.; D. L. Hockensmith, engr.; Lester Hamilton, pur. agt.

UNION FORGING CO., THE, 500 North st., Endicott, N. Y. Drop forgings, automotive spring clips. C. L. Waterman, pres. and treas.; W. J. Thompkins, vice-pres., gen. mgr.; L. T. Redpath, secy.; H. B. Bentley, vice-pres., sales mgr.; B. F. VanHorn, asst. sales; Beverly Terboss, pur. agt. **Det. Rep.**—M. S. Owen, 835 Harcourt, Grosse Pointe, Mich.

UNION OIL CO. OF CALIF., Union oil bldg., 617 W. Seventh st., Los Angeles 17, Calif. Reese H. Taylor, pres.; W. L. Stewart jr., sr. vice-pres.; A. C. Rubel, vice-pres. exploration and production; A. C. Stewart, vice-pres. mktg.; H. W. Sanders, vice-pres. finance and dir. of pub. rel. and adv.; L. A. Gibbons, vice-pres. and gen. counsel; San Grinsfelder, vice-pres. exploration activities; E. L. Hiatt, vice-pres. transp. and distr.; K. E. Kingman, vice-pres. mfg.; Roy Linden, vice-pres. and sales mgr.; W. C. Stevenson, vice-pres. ind. rel.; Dudley Tower, vice-pres., field oper.; E. H. Weaver, vice-pres. procurements and contracts; R. F. Niven, secy.; Irving J. Hancock, treas.; Max Lorimore, comptr. Gasolines, motor oils, lubricating oils and greases, cleaning solvent, waxes and gas oils. **Adv. Agcy.**—Young and Rubicam, Inc., 611 Wilshire blvd., Los Angeles 17, Calif.

UNIQUE TURNTABLE & EQUIPMENT CORP., 122 Sumpter st., Brooklyn 33, N. Y. Industrial turntables, welding positioners, powered turning rolls, manipulators, automobile-truck and bus turntables, display turntables and special industrial push-button mechanical devices. Albert W. Nuccel, pres. and chief engr.; Bertram A. Robbins, gen. mgr. and treas.

UNISTRUT PRODUCTS CO., 1013 Washington blvd., Chicago 7, Ill. All purpose metal framing, automotive racks and shelving. G. W. Butler, pres.; R. F. Butler, exec. vice-pres.; J. P. Heslin, vice-pres., sales; A. J. Croze, vice-pres., engrg.; Edwin A. Nickel, adv. mgr. **Det. Rep.** — Unistrut Detroit Service Co., Box 711, 4045 Second st., Wayne, Mich. **Adv. Agcy.** — The Buchen Co., Chicago, Ill. Leon Morgan, acct. exec.

UNITED AUTO SUPPLY, 6035 Blvd. East, West New York, N. J. Dealer license plate "quick change" fasteners. Albert A. Waldman, pres.; Robert L. Waldman, vice-pres.; Anne Schulman, secy.-treas.

UNITED - CARR FASTENER CORP., 31 Ames st., Cambridge 42, Mass. Metal fasteners and fastening devices, nuts and stampings for automobile mouldings, tubing and wiring, grilles, weather stripping, carpet and dash mats, window channels, convertible tops. A. W. Kimbell, pres.; C. L. Hall, vice-pres., automotive sales; J. M. Dry, vice-pres., plant mgr.; J. J. Ellsworth, treas.; A. W. Kimbell, gen, mgr.; Samuel A. Groves, exec. vice-pres.; William Towner, prod. mgr.; R. O. Chaffee, vice-pres., engrg.; N. A. Dill, sales mgr. automotive div.; Paul N. Jameson, adv. mgr.; John Ring, asst.; F. J. Ross, pur. agt.; E. W. Norton, asst.; Arthur Noyes, traf. mgr. **Det. Rep.**—C. L. Hall, 2832 E. Grand blvd. **Adv. Agcy.** — H. B. Humphrey, Alley & Richards, Inc., Boston, Mass. Joseph Coenen, acct. exec.

UNITED ENGINE AND MACHINE CO., 310 Preda st., San Leandro, Calif. Aluminum alloy pistons. L. Sulprizio, pres.; R. Sulprizio, vice-pres.; H. G. Reynolds, sales mgr.; C. Coffey, chief engr. and pur. agt.

UNITED MFG. CO., 3637 West 56th st., Cleveland 2, O. Axles and axle assemblies, towbars, brakes (mechanical and hydraulic), spring cushion hitches. Fred M. Klaus, pres. and treas.; Joseph N. Ryder, vice-pres., sales and adv. mgr.; James C. Gruener, secy.; H. Ivan Savage, works and pub. rel. mgr.; Wm. R. Albrecht, asst. sales; Miss Bety Beth, asst.; Richard R. Green, sales prom. mgr.; Marc Raia, pur. agt.; Irvin Hahner, traf. mgr. **Adv. Agcy.**—Penn & Hamaker, Bedford, O. Edson Penn, acct. exec.

UNITED MOTORS SERVICE, Div. of General Motors Corp., General Motors bldg., Detroit 2, Mich. Batteries, gauges, speedometers, brake lining, engine bearings, automotive motors, cigar lighters, radio parts, roller bearings, carburetors, chassis and engine parts, gasoline filters, ball bearings, thermostats, shock absorbers, lamps, starting, lighting and ignition, horns, radiators, ignition and battery cable, hydraulic brakes. R. S. Withers, gen. mgr.; E. L. Lape, gen. sales mgr.; S. A. Orr, gen. mer. mgr.; Duane A. Jones, adv. mgr. **Adv. Agcy.**—Campbell-Ewald Co., General Motors bldg., Detroit. G. W. Davis, acct. exec.

UNITED SPECIALTIES CO., 9705 Cottage Grove ave., Chicago 28, Ill. **United Air Cleaner Div.,** 9705 Cottage Grove ave., Chicago 28, Ill. Air cleaners, precision stampings and large spinnings. J. T. Beatty, pres. and gen. mgr.; W. W. Lowther, vice-pres., engrg. and sales; C. F. Newburg, vice-pres., mfg.; B. H. Fretz, treas.; W. H. Haaksma, secy.; M. T. Moler, sales mgr., adv. mgr.; C. E. Albert, pers. dir.; L. L. Blais, pur. agt.; J. J. Drezner, chief engr. **Mitchell Div.**—Edmund and Shelmire sts., Holmesburg, Philadelphia 36, Pa. Ignition switches, directional signal switches, door dovetails, automotive hardware and stampings. J. C. Pickel, vice-pres. and gen. mgr.; Jay E. White, chief engr.; Norman G. Fritz, pur. agt.; Edwin H. Thomas, eastern sales mgr **Birmingham Div.**—1313 31st st., S.W., Birmingham 11, Ala. Air cleaners, toy wheel goods, metal stampings. A. E. Klein, plant mgr.; George L. Mattinson, plant supt.; J. H. McClendon, pur. agt. **Adv. Agcy.**—Bert S. Gittins, Milwaukee, Wis O. C. Dahlman, acct. exec.

UNITED STATES AIR COMPRESSOR CO., 5300 Harvard ave., Cleveland 5, O. Air compressors, lifts, lubricating equipment, Bowes couplings, valves, fittings and accessories. Harold C. Schott, pres.; M. E. Dank, vice-pres., treas.; C. A. Bening, vice-pres. in chge. of sales; E. G. Schaedler, asst. sales mgr.; C. E. Winter, works mgr.; W. H. Brummer, pur. agt.; James J. Pelouch, chief engr.; A. Sobie, traf. mgr. **Adv. Agcy.** — Richard T. Brandt, Inc., Cleveland, O. Richard T. Brandt, acct. exec.

UNITED STATES LICENSE FRAME MFG. CO., 3436 San Fernando rd., Los Angeles 65, Calif. License plate frames, cut-out name-plates, auto top luggage carriers and accessories. Daniel DePaolo and Sam Logrecco, co-owners; Pete J. DePaolo, sales mgr.

UNITED STATES PLYWOOD CORP., 55 West 44th, New York 36, N. Y. Weldwood armorply, weldwood kalistron and plywood. S. W. Antoville, pres.; W. H. Hunt, vice-pres., sales; Simon Ottinger, secy.; J. P. Schlick, treas.; J. J. Dunne, pub. rel. mgr. **Det. Rep.**—R. J. Linneburg, 6845 Dix ave. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., New York, N. Y. William Green, acct. exec.

UNITED STATES RUBBER CO., 1230 Ave. of the Americas, New York 20, N. Y. H. E. Humphreys jr., pres., chmn. of bd.; Wm. M. Dougherty, secy.; F. J. McGrath, treas.; Fletcher D. Richards, Inc., advertising agcy; C. H. Gilbert, adv. mgr. **Tire Div.,** New York Office—Tires and rubber goods. H. N. Hawkes,

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Who's Who in the Auto Industry

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vice-pres., gen. mgr.; G. R. Cuthbertson and J. M. Miller, asst. gen. mgrs.; A. W. Bull, dir. tire development; R. E. Behrman, prod. mgr.; J. C. Ray, exec. asst. to gen. mgr.; W. D. Baldwin, dir. mfrs. sales; W. O. Green, gen. sales mgr.; C. H. Shirley, adv. mgr.; H. C. Oliver, sales mgr., U. S. tires; J. A. Boll, sales mgr., Fisk-Gillette tires; H. E. Weigold, Detroit plant mgr. **Naugatuck Chemical Div.**, Naugatuck, Conn.—Plastics, agricultural chemicals, rubber chemicals, latex and latex compounds, reclaim rubber and oil-resistant rubber. J. E. Caskey, vice-pres., gen. mgr.; G. R. Vila, asst. gen. mgr.; E. S. Ebers, gen. sales mgr. **Mechanical Goods Div.** New York Office—A broad line of engineered rubber products to customers' specifications including bonded rubber-to-metal mountings. Other automotive products include steering wheels, accelerator pedals, steering column pads, auto brake parts, fan belts and timing belts. G. A. Lovell, vice-pres., gen. mgr.; H. J. Reed, asst. gen. mgr.; E. T. Day, gen. sales mgr.; Frank M. Urban, mgr. automotive sales. New Center bldg., Detroit, Mich. **Textile Div.**, New York Office—Nylon, rayon and cotton tire cord, cord fabrics, chafer fabrics, cotton and synthetic hose belt ducks, hose braiding yarns, Trilok three-dimensional upholstery fabric. W. E. Clark, vice-pres., gen. mgr.; S. R. Phillips, asst. gen. mgr.; W. D. Johnson, gen. sales mgr. **Footwear and General Products Div.**, New York Office — U. S. Koylon foam, floor mats, fuel cells, elastic naugahyde upholstery, Royalite. E. A. Luxenberger, vice-pres., gen .mgr.; S. L. Sammis, prod. mgr.; F. A. Sawyer, gen. sales mgr.; E. G. Nagle, mfrs. prods.; C. W. Kinderman, automotive Koylon and mats dept.; G. H. Callu, Naugahyde upholstery; T. R. Grimes, sales mgr. Royalite; A. J. Hocking, adv. and sales prom. mgr. **Det. Rep.**—George E. Manser, New Center bldg., Detroit 2, Mich.

UNITED STATES STEEL CORP., 525 William Penn pl., Pittsburgh 30, Pa. Stainless steel, hot and cold rolled sheets, terne plate, plates, alloy steels, structural sections, special bar sections, tin plate. C. F. Hood, pres.; D. F. Austin, exec. vice-pres. (commercial); B. S. Chapple jr., asst. exec. vice-pres. (commercial); G. R. Schreiner, dir. of adv. **Adv. Agcy.** — Batten, Barton, Durstine & Osborn, Inc., Pittsburgh, Pa.

UNITY MFG. CO., 2909 Indiana ave., Chicago 16, Ill. Spotlights, foglights, backup lights, deck lights, unity searchlights and mirrors. M. L. Gross, chmn. of bd.; Louis E. Gross, pres.; S. J. Schar, secy.; Edward J. Micetic, sales mgr.; George Dadro, supt.; John Bonaguro, chief engr.; H. G. Vincent, pur agt.; Ted Swed, traf. mgr.; Emil Melichar, serv. mgr. **Det. Rep.**—R. A. Casalou, 802 Stephenson bldg., Detroit 2.

UNIVERSAL C.I.T. CREDIT CORP., Subsidiary of C.I.T. Financial Corp., 1 Park ave., New York 16, N. Y. Automobile installment credit. Arthur O. Dietz, chmn. exec. comm.; Henry Ittleson jr., chmn. of bd.; Ernest Kanzler, vice-chmn. of bd.; L. Walter Lundell, pres.; Alan G. Rude, exec. vice-pres., chge. of sales; William L. Wilson, vice-pres., chge. adv., pub. rel.; L. Y. McAnney, asst. vice-pres., adv. mgr.; Robert H. McKennee, natl. adv. mgr.; R. M. Samuel, pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., New York, N. Y. I. C. Roll, acct. exec.

UNIVERSAL EQUIPMENT, INC., 2420 Oakville, Alexandria, Va. Design, supply and installation of complete parts, rooms, parts bins, steel shelving, steel lockers, etc. Wm. J. Shanley, pres. and treas.; Morton F. Lewis, vice-pres., secy., works mgr. **Adv. Agcy.** — Henry J. Kaufman Associates, Washington, D. C. Al Sarra, acct. exec.

UNIVERSAL FRICTION MATERIALS CO., 1700 United Artists bldg., Detroit 26, Mich. Brake lining for automotive use. George Reindel jr., pres.; A. C. McLee, secy.-treas.; William C. Kiann, works mgr.; A. C. Teetsel, chief engr.; George Miller, pur. agt. **Det. Rep.** — Frank Sharpe, 1700 United Artists bldg.

UNIVERSAL LUBRICATING SYSTEMS, INC., Allegheny ave., Oakmont, Pa. Hydraulic grease fittings, grease fitting tools and accessories, top oil, hand grease gun, high and low pressure hoses. Michael Dufal, pres.; A. E. Kountz, secy.-treas.; John J. Hart, James F. Scoane, vice-presidents; R. R. Farrell, chief engr. **Adv. Agcy.**—A. P. Hill Co., Pittsburgh, Pa.

UNIVERSAL SALES, INC., London rd., Delaware, O. Vanette, carovan and Cee-Line production type parcel and door-to-door delivery bodies and conversions. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; H. A. Humes, secy.-treas. **Adv. Agcy.**—Howard Swink, Adv. Agcy., Inc., Marion, O. Paul Kohler, acct. exec.

UNIVERSAL STEEL EQUIPMENT CORP., 32-33 47th ave., Long Island City 1, N. Y. Steel shelving, revolving bins, utility tables, parts bins, displayors. Samuel N. Brimberg, pres.; Philip Rosenberg, secy.; Leo Abeles, sales mgr.

UNIVERSAL UNDERWRITERS (Lynn Underwriting Co., Mgr.), 1000 R. A. Long bldg., Kansas City 6, Mo. Insurance. E. M. Lynn, pres., gen. mgr.; J. E. Challinor, exec. vice-pres.; H. L. Wieder, 1st vice-pres.; A. H. Thurmond, vice-pres. and secy.; H. E. Prather, vice-pres. and treas.; T. R. Krings, J. M. White, H. Vander Dussen, R. T. Cannon, C. C. Arveson, L. G. Jones, D. D. Funk, vice-presidents; A. J. Cooper, asst. secy. and asst. treas.

UNIVERSAL WIRE SPRING CO., Solon rd., Bedford, O. Cushion springs and frames, automotive; furniture; aircraft. W. H. Neely, pres., gen. mgr.; C. E. Smith, asst. to the pres.; W. Inman, secy.-treas.; A. E. McBride, works mgr.; F. A. Bielak, chief prod. engr.; B. J. Johnson, gen. mgr., furniture div.; E. Gutzman, chief tool engr.; K. Skelly, pur. agt.; P. Gerstenberger, traf. mgr.

UPHOLSTERY LEATHER GROUP, INC., 141 E. 44th st., New York 17, N. Y. Genuine leather for upholstery. Paul R. Copeland jr., exec. vice-pres.; William G. Wall, auto. dir., 99 W. Bethune, Detroit. **Adv. Agcy.** — Arndt Preston Chapin Lamb & Keen, Inc., 160 North 15th st., Philadelphia, Pa.

USEFUL PRODUCTS CO., 112 East 23rd st., New York 10, N. Y. Auto accessories: Hookar car hanger, karstrap, keylok key holder, key labels, kombo 2-way key tag, tri-vex rear view safety mirror. I. V. Kramer, gen. mgr.; O. M. Wellish, sales mgr.

UTILITY TRUCK DISTRIBUTORS, INC., 313 W. Oak st., Union City, Ind. Sales of truck bodies. James E. Kelley, pres.; Frederic D. Dassori, vice-pres.; W. N. Shultz jr., secy.-treas., gen. mgr.; Guy R. Moore, sales mgr.; E. R. Gilman jr., asst. sales. **Det. Rep.**—Vernon P. Linhart, Gahanna, O. **Adv. Agcy.**—Coronet Advertising, Washington, D. C. D. H. Shopoff, acct. exec.

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VACO PRODUCTS CO., 317 E. Ontario st., Chicago 11, Ill. Mfg. screw drivers, nut setters, solderless terminals. Harry Silverstein, pres.; Alvin E. Shugarman, exec. vice-pres.; James T. Pettingell, vice-pres.; Roy Vetzner, sales mgr.; S. D. Pollack, treas., pur. mgr.; C. Nelson, credit mgr.; Kenneth Swarthout, engr.; C. Lohness, works mgr. **Adv. Agcy.**—Kencliff-Breslich Co., 221 N. LaSalle st., Chicago, Ill. Herman Breslich, acct. exec.

VACUUM GRIP COVER CO., INC., 54 Washburn st., Bridgeport 5, Conn. Mechanics shop covers, fender covers, seat covers for automobile mechanics. William C. Harben, pres.; Grace Harben, vice-pres.; Bertha Johnson, secy.; Elmer B. Johnson, treas.

VALVOLINE OIL CO., Div. of Ashland Oil & Refining Co., Freedom, Pa. Complete line of petroleum products. Earle M. Craig, chmn. of bd.; R. S. Blazer, vice-chmn. of bd.; Everett F. Wells, pres.; Harry I. Johnston, exec. vice-pres.; H. J. Dunmire, vice-pres. in chge. of bulk sales; G. W. Wallace, asst. mgr. of sales; R. P. Mills, mgr. of rust preventive sales; R. L. Sailer, tech. dir.; D. A. Smith, chief chemist, grease div.; E. A. Parker, traf. mgr.; R. D. Baughman, adv. mgr.; W. J. Heidt, mgr., Atlantic div., New York; J. H. Garlough, vice-pres. and mgr., Cent.-West div., Cincinnati; Dudley Tucker, mgr., English div., Liverpool; B. H. Morris, vice-pres. and mgr. Foreign div., New York; H. M. Hart, vice-pres. and mgr., Galena div., Cincinnati; Amos Corgiat, mgr., Pacific div., Los Angeles; C. M. Mohr, mgr. Freedom div., Freedom, Pa.; S. M. Burnam, secy.; E. W. Seaton, treas.; J. W. Jewell, asst. secy.; G. E. Duerr, disbursement agt.; J. L. Blount, supt. of Freedom refinery; G. J. Rozman, research dir.; W. E. Dunning, ind. rel. **Det. Rep.**—W. Boston and D. Johnson, Box 4178, Gratiot sta., 1900 E. Warren ave., Detroit. **Adv. Agcy.** — James Stewart Agency, Carnegie, Pa.

VAN AUKEN, INC., 2730 Scotten ave., Detroit 10, Mich. Grille and trunk guards. Jos. B. Montgomery, pres.; Howard Jenkins, chief engr.; W. N. Ericksen, sales mgr.; W. D. Walsh, sales dept.

VAN BERGER & GREENER, INC., 1619 N. Hoyne ave., Chicago 47, Ill. Parts for shock absorbers and starter drives, rebuilt starter drives, carburetors, shock absorbers, distributors, fuel pumps, generators regulators, starters, armatures, clutch covers and discs, bonded brake shoes, water pumps, brake cylinders, starter solenoid switches. Wm. G. Weldon, pres.; C. L. Redden, vice-pres.; A. E. Reinholds, secy.; Wm. Smetak, treas. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells st., Chicago, Ill.

VAN BRODE SALES CO., INC., Clinton, Mass. Sub.: Van Brode Milling Co., Kant-Ker Rode battery hold downs, state approved plastic tail and parking light lenses for passenger cars and trucks, plastic battery bolt wingnut and washer sets, plastic battery terminal covers and acid neutralizing tray. David Brody, pres.; Eric Fritsch, vice-pres.; Sid Coleman, sales mgr. **Adv. Agcy.**—The Furman Co., 214 East 26th st., New York, N. Y. Murray Furman, acct. exec.

VAN NORMAN AUTOMOTIVIE EQUIPMENT CO., 3640 Main st., Springfield 7, Mass. Crankshaft regrinders, camshaft grinders, boring bars, cylinder honers, valve refacers, cylinder head grinders, pressure plate grinders, piston grinders, brake drum lathes, pin fitting and connecting rod reconditioning machines, milling machines, ball race, centerless, and cylindrical grinders. S. F. Greer, pres.; F. P. Healy, vice-pres., chief engr.; T. W. Baush, vice-pres., export sales mgr.; R. W. Porter, clerk and treas.; L. W. Meisner, asst. treas.; P. D. Moulton, gen. sales mgr.; R. W. Handel, pur. agt **Det. Rep.**—Ken F. Boomer.

VANETTE DIV., Universal Sales, Inc., Delaware, O. All steel bodies, Dor-Tu-Dor and parcel delivery for Ford chassis. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; Harry Humes, secy.-treas. **Adv. Agcy.**—Howard Swink Advertising Agency, Inc., Marion, O. Paul Kohler, acct. exec.

VANTOOL, 139 N. 22nd, Philadelphia 3, Pa. Brake drum lathes. Alfred Leith, gen. mgr. **Adv. Agcy.**—W. Wallace Orr, Inc., Philadelphia, Pa. W. Wallace Orr, acct. exec.

VARIETY STAMPING CORP., 12695 Elmwood ave., Cleveland 11, O. Metal stamping, transmission, engine and body parts. Wallace F. Ardussi, pres.; Sterling Farmer, vice-pres.; Harry Jones, asst. gen. mgr.; Robert Jennings, works mgr.; Franklin Regener, sales mgr.; Harold Carle, pur. agt.

VEEDER-ROOT, INC., 20 Sargeant, Hartford 2, Conn. Odometers, hubodometers, numerous types of counting, indicating, controlling, recording and computing instruments, die castings. John H. Chaplin, chmn. of bd.; Harvey L. Spaunburg, pres.; Arthur E. Kallinich, vice-pres. (catalog sales); David J. Post jr., vice-pres. (special sales); Charles F. Pendlebury, treas. and asst. secy.; Andrew J. Rebmann, 2nd vice-pres. and secy.; Rodney F. McKeen, works mgr.; George L. Logan, sales mgr. (catalog); Charles E. Smith, asst. sales mgr. (catalog); John J. Brannick, sales mgr. (special); Henry W. Barnes, asst. sales (special); Gustave L. Manke, chief engr.; Raymond H. Bond, chief buyer; Harley L. Blodgett, traf. mgr.; Leon J. Dunn, pub. rel. dir. **Det. Rep.** — William M. MacGillivery, rm. 506 Curtis bldg., Detroit 2. **Adv. Agcy.**—Sutherland Abbott, Boston, Mass. Joel Squier, acct. exec.

VEET INDUSTRIES, 25753 Groesbeck hwy., East Detroit, Mich. Speed-O-Graph automatic follow-up control system, dealers' steel cabinets, production machinery, tools and parts. Robert C. Veet, pres.

VELLUMOID CO., 54 Rockdale, Worcester 6, Mass. Sheet packing, gasket material, non-metallic gaskets. R. D. Seamans, chmn. of bd.; L. Wald, pres. and gen. mgr.; T. G. O'Neil, vice-pres. and gen. sales mgr.; P. C. Beals, treas.; D. C. Lindstrom, W. Zitowitz, factory supts.; C. P. Booraem, pur. agt. **Det. Rep.**—C. J. Cazabon, 18481 Fairport ave., Detroit 5. **Adv. Agcy.** — Smith Associates, 530 Atlantic ave., Boston 10, Mass.

VELVAC, INC., 3530 W. Pierce st., Milwaukee 15, Wis. Air and vacuum power braking equipment for commercial trucks, tractors and trailers. Truck mirrors. Waller Carson, pres.

VEN CORP., 2828 Newell st., Los Angeles 39, Calif. Tailgate loaders. W. K. Vogel, pres., E. W. Neeb, vice-pres. **Adv. Agcy.** —Edwards Agency, Los Angeles, Calif. E. Koblitz, acct. exec.

VERNON CHEMICAL & MFG. CORP., 151 Mt. Vernon ave., Mt. Vernon, N. Y. Pressure sensitive tapes, Black Wizard masking tape, vinyl plastic tape, fiberglass reinforced tapes, waterproof cloth tapes. Marc L. Lawson, pres., sales and adv. mgr.; Joseph T. Finn, gen. mgr., pur. agt. **Det. Rep.**—Amster Heiser Co., 11814 Buckeye rd., Cleveland, O. **Adv. Agcy.**—Al Behar, Brooklyn, N. Y.

VERSNICK MFG. CO., INC., U. S. Hiway 41 N., Madisonville, Ky. Cylinder sleeves, Met-L-Seal, valve port sleeves, taper plugs, circulating equipment, tools and equipment for installing above block repair items. Henry C. Versnick, pres., treas. and gen. mgr.; A. B. Tincher, vice-pres., adv. and sales mgr.; Frank V. Versnick, secy., bus. mgt. dir.; E. E. Eshler, pur. agt.; Richard Kalski, traf. mgr. **Det. Rep.** — Bernard G. Golden, 29700 13 Mile rd., Farmington, Mich. **Adv. Agcy.**—Waldie and Briggs, Inc., Chicago, Ill.

VIBRADAMP CORP., P. O. Box 570, Jackson, Mich. Sound deadening compounds, sealing compounds, protective coatings, underbody coating, caulking materials, windshield and other specialty sealers. J. W. Mortell, chmn. of bd.; John E. Mortell, pres., gen. mgr.; James F. Mortell, vice-pres., asst. gen. mgr.; John A. Corboy, secy.-treas.; John E. Lindberg, asst. secy.-treas.

VICKERS, INC., Div. of Sperry Rand Corp., 1400 Oakman blvd., Detroit 32, Mich. Mobile products: Pumps, steering boosters. K. R. Herman, pres.; James F. Forster, vice-pres. and asst. gen. mgr.; W. K. Allen, vice-pres., prod.; F. T. Harrington, vice-pres. sales; N. E. Edlefsen, vice-pres. and dir. engrg.; R. E. Esch, gen. sales mgr.; A. M. Lane, Mobile prod. sales mgr.; E. Doucet, adv. mgr.; R. C. Conner, auto. prod. sales mgr.; R. M. McCabe, vice-pres., pur. agt.; G. McKeown, mgr. prod. serv. dept. **Adv. Agcy.**—Witte and Burden, Detroit, Mich.

VICKERS ELECTRIC DIV., Vickers, Inc., a unit of Sperry Rand Corp., 1815 Locust st., St. Louis 3, Mo. Magnetic-particle clutches, magnetic-particle brakes, selenium rectifiers, magnetic amplifiers, control systems, DC arc welders (rectifier), DC power supplies, photoelectric cells, other electrical components.

(Continued on Page 276)

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Founded in 1915—The firm's name has become a misnomer. The manufacture of forgings and sockets has been discontinued. The company now supplies the automotive and related industries with pressed metal stampings and assemblies.

Who's Who in the Auto Industry

(Continued from Page 275)

F. G. Logan, vice-pres., gen. mgr.; J. I. Cornell, works mgr.; J. H. Garwood, asst. gen. mgr., sales mgr.; A. A. Reagan, adv. mgr.; L. W. Buechler, chief engr.; E. J. O'Connor, pur. agt. **Det. Rep.**—S. A. Burleigh, 18353 W. McNichols, Detroit 19. **Adv. Agcy.** — Batz-Hodgson-Neuwoehner Adv. Agency, St. Louis, Mo. C. A. Hodgson, acct. exec.

VICTOR DEVICES, INC., 840 Van Houten ave., Clifton, N. J. "Start-O-Code" ignition alarm system, truck and automobile burglar alarm systems, cargo protection systems. Victor O. Zahn, pres.; Victor R. Zahn, vice-pres., sales mgr.; Winthrop Watson, secy.; Henry B. Richardson, treas.; Richard A. Zahn, gen. mgr.; Robert A. Sharry, serv. mgr.

VICTOR MFG. & GASKET CO., 5750 Roosevelt rd., Chicago 50, Ill. Gaskets, oil seals, sheet packings. John H. Victor, chmn. of bd.; Geo. E. Victor, pres.; W. D. Neathery, secy.-treas.; O. W. Clifton, exec. vice-pres.; Edward Gammie, vice-pres. in chge. of replacement sales; M. L. Liston, asst. replacement sales mgr.; A. J. Aukers, asst. mgr., ind. sales; B. S. Barrett, dir. of pur.; J. Regis, traf. mgr. **Det. Rep.**—G. E. Scott, 5-152 General Motors bldg. **Adv. Agcy.**—Buchen Co., Chicago, Ill.

VICTRA CORP., 2200 South Niagara, Saginaw, Mich. Plastic sun visors, stainless steel products. Victor L. Jacobs, pres. and treas.; Ralph R. Leland, vice-pres.; Roland Montgomery, secy. and mgr. **Det. Rep.**—Dwight M. Nelson, Inc., 1410 Fisher bldg., Detroit. **Adv. Agcy.** — Bradford-LaRiviere, Inc., Saginaw, Mich. Stewart Bradford, acct. exec.

VIRGINIA FIBRE CORP., Petersburg, Va. Nylo-Saran for furniture upholstery, Sara-Quilt puffed saran and saran for automotive use. Nathan Feinstein, pres.; Lawrence A. Marsden, vice-pres., and sales mgr.; James Clontz, secy.; William Feinstein, treas.; John Jackson, gen. mgr. and asst. sales mgr.; LeRoy Maine, works mgr.; Sol Sackel, adv. mgr. **Det. Rep.**—H. H. Schultz Co. **Adv. Agcy.**—The Sackel Company, Inc., Boston, Mass.

VISCO-METER CORP., 315 Grote st., Buffalo 7, N. Y. Visco-Meters, contract packaging per gov. and commercial requirements. W. A. Clare, pres.; C. D. Jones, vice-pres.; J. Beverly, sales mgr.; James P. Cassidy, works mgr. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y. Earl Close, acct. exec.

VISILITE CORP., 1905 N. Michigan ave., Saginaw, Mich. Plastic inside visors and lever lites. William Holme-Shaw, pres. and gen. mgr.; G. G. Holmes-Shaw, secy. **Adv. Agcy.** — Bradford-LaRiviere, Saginaw, Mich.

VISIONADE MFG. CO., INC., 641 Lexington ave., Brooklyn 21, N. Y. Flexible plastic visors for front windshields and rear windows. Outside and inside rear view mirrors, back rests, posture rests. Henry I. Sobel, gen. mgr.; Milton Sobel, works mgr.; Albert Rothgart, sales mgr. **Det. Rep.**—John J. Gallagher, 307 Pasadena blvd., Toledo 12, O.

VISIRECORD, INC., 801 2nd ave., New York 17, N. Y. Visible vertical record keeping, multiple posting machine, punched tape filing, Integrated Data Processing Systems. Herbert Weston, pres.; John Reid Topping, vice-pres., secy.; Paul S. Nevin, vice-pres.-treas.; J. J. Muir, dir. of sales; C. C. Raber, mgr. sales dept.; J. Byron Bodensick, dir., methods, sales prom. and adv.; John G. Harms, contr.; Gil Anderson, works mgr.; Ronnie Proulx, plant supt. **Det. Rep.**—VISIrecord Distributing Co., 605 Park ave. bldg., 2011 Park ave., Detroit 26. **Adv. Agcy.**—Ashe & Englemore Advertising, Inc., 244 Madison ave., New York, N. Y. Hiram Ashe, acct. exec.

VLCHEK TOOL CO., 3001 E. 87th st., Cleveland 4, O. Forged hand tools, small forgings, molded plastics. E. C. Koster, pres. and gen. mgr.; D. B. Wilson, vice-pres. and treas.; L. F. Storie, secy.; D. A. Cummings, works mgr.; Edwin Krall (tools), Roscoe Imhoff (plastics), sales mgrs.; George Pokorny, asst. sales mgr.; Fred. Voegele, chief engr.; F. J. Tkach, pur. agt. **Det. Rep.**—Wm. Blanchard, 63 W. Milwaukee ave., Detroit, Mich. **Adv. Agcy.**—Bayless-Kerr Co., Cleveland, O. Horace Kerr, acct. exec.

VOGT, MFG. CORP., 100 Fernwood ave., Rochester 21, N. Y. Automotive textile and extruded plastic trim products. Raymond A. Lander, chmn. of bd.; Louis S. Foulkes jr., pres.; Raymond A. Lander jr., vice-pres.; Roy J. Lingg, secy.-treas.; Edward R. Straight, works mgr.; Frederick L. Walton, sales mgr.; Porter M. Ramsay, pur. agt.; John W. Horner jr. traf. mgr. **Det. Rep.**—Frederick L. Walton, 630 Lycaste ave., Detroit.

VOGUE RUBBER CO., 1935 So. Indiana ave., Chicago 16, Ill. Premium tires and tubes. Loyd O. Dodson, pres. and gen. mgr.; Joel D. Fischer, vice-pres. and sales mgr.; A. Barry, secy.; Warren L. Dodson, treas.; R. S. Russell, pur. agt. **Det. Rep.**—Houston Bros. (Distributors), 15515 E. Warren, Detroit. **Adv. Agcy.**—W. B. Geissinger & Co., Inc., Los Angeles, Calif. Robert Williams, acct. exec.

VOKAR CORP., 7300 Huron River dr., Dexter, Mich. Subminiature I.F. transformers, R.F. and I.F. coils and chokes, vacuum impregnation with oil or wax; subminiature wire wound resistors; auto radio vibrators, power packs, choppers, filter assemblies, rotary switches, relays, panelboard and control box assemblies, current interrupters for auto turn indicators and auto tail light warning indicators. Ralph H. Card, pres.; W. F. Cairns jr., vice-pres. and gen. mgr.; R. G. Dailey, vice-pres., sales mgr.; Carl C. Hopper, chief engr.; Frank H. Wilke, consulting engr.; James E. Lau, treas. and secy.; Lloyd C. Alban, pur. agt.; O. I. Nelson, serv. mgr.; Joseph Plasencia, Inc., export agts.

VOLTZ BROS., INC., 2520 S. Indiana ave., Chicago 16, Ill. Stur-dee fender and grille guards for trucks, truck bodies and trailers. E. W. Lager, pres.; C. J. Bredemann, vice-pres. **Adv. Agcy.** — Bachrodt, Newell, Okane & Gano, Chicago, Ill.

VULCAN MOTOR PRODUCTS, INC., 1060 Broad st., Newark 2, N. J. Ignition, electrical service parts, generator, starter and voltage regulator parts, speedometer cables and assemblies, complete distributors and repair parts, vacuum chambers, pulleys, brushes and bushings. Samuel Greene, pres., gen. mgr.; Albert C. Greene, secy., sales mgr.; J. Henry Staub, treas., works mgr.; Alfred Greene, adv. mgr.; S. Greene, pur. agt.

W

W & M PRODUCTS CORP., 13650 Ten Mile rd., East Detroit, Mich. Automobile sound deadeners, body sealers, chassis paints, rust preventives, government spec. dipping wax, car undercoating. G. R. Widger, pres., gen. mgr. and pur agt.; E. J. Stabler, vice-pres.; C. E. Macdonald, secy.-treas. and sales mgr.

WADE ELECTRIC PRODUCTS CO., 211 Jacob st., Sturgis, Mich. Line connectors, spade type; terminal and junction blocks; spade, fork and eye terminals in coils or bulk for electric cable; headlight connectors; rotary and snap-in sockets; light switches; dome, tail and back-up lamp sockets; equipment for attaching terminals to wires. Chas. E. Wade, pres. and gen. mgr.; N. O. Kirkby, asst. to pres.; Jasper Long, vice-pres. and chief engr.; J. L. Whitmer, asst. treas. and contr.; E. C. Altvater, secy.; Roger F. Ort, prod. mgr.; Alden W. Peterson, sales mgr.; C. C. Jorn, asst. sales mgr.; R. L. Driver, pur. agt.; Stanley Killian, master mechanic.

WADELL EQUIPMENT CO., 119 South ave., Garwood, N. J. Brake drum lathes. Joseph Massari, gen. mgr.; Vito Massari, works mgr.; George Sharp, sales mgr.; R. D. Sansone, pur. agt. **Adv. Agcy.**—Gregory Ruffa, Plainfield, N. J.

WAGNER ELECTRIC CORP., 6400 Plymouth ave., St. Louis 14, Mo. Lockheed hydraulic brakes and parts, brake fluid, CoMax brake lining, air brakes and parts, tools and equipment, tachographs, NoRol, electric motors, transformers, industrial bridgebrakes. P. B. Postlethwaite, chmn. of bd.; J. H. Devor, pres.; F. F. Simon, vice-pres.; G. W. Brown, vice-pres.; F. N. Felton, vice-pres., sales; J. D. Eby, secy.-treas.; R. H. Hackett, gen. supt.; J. R. Rose, sales mgr.; L. C. Dobruns, adv. and sales prom. mgr.; H. H. Brandenburger, serv. parts acc. mgr.; H. S. Garrett, dir. of pur.; W. R. Freeman, chief engr.; J. Hardy, traf. mgr. **Det. Rep.**—W. S. Rigby, 6050 Cass ave. **Adv. Agcy.**—A. R. Mogge, Inc., Chicago, Ill.

WALCO PRODUCTS, 3168 Main st., Stratford, Conn. and 1077 Pembroke st., Bridgeport, Conn. Stazon shop and service covers for automotive service departments. W. Brewster Coley, gen. mgr.; John J. Banks, adv. mgr.; H. E. Liefeld, eastern sales mgr.; David E. Smith, southern sales mgr.; Godfrey Weidlich, western and central sales mgr.

WALDES KOHINOOR, INC., 47-16 Austel pl., Long Island City 1, N. Y. Retaining rings, retaining ring pliers. S. Waldes, pres.; H. Waldes, vice-pres.; G. Waldes, Vice-pres., secy.; M. M. Miller, treas.; B. Brozek, works mgr.; H. F. Bower, sales mgr.; J. Bloom, adv. mgr.; O. Kolbert, tech. adviser in chge, engrg.; H. Van Cleaf, pur. agt. **Det. Rep.**—Clifford & Lynch, 19456 James Couzens hwy., Detroit, Mich. **Adv. Agcy.**—Grey Adv. Agency, New York 1, N. Y. H. Newman, acct. exec.

WALKER BROTHERS, Conshohocken, Pa. Automotive battery cable, primary wire, spark plug sets, ignition wire, booster cable, trailer lead cord, etc. A. M. Calanan, pres.; C. A. Dougherty, treas.; W. F. Hogan, sales mgr.; D. E. Wilbur, adv. mgr.; Donald H. Wiese, pur. agt. **Det. Rep.**—Roy R. Baldwin Co., 15111 W. Nine Mile rd. **Adv. Agcy.**—Thomas V. Hodges, Bryn Mawr, Pa.

WALKER & CO., 88 Custer, Detroit 2, Mich. Automobile dealer identification signs; electric displays (signs), neon, and outdoor advertising. Clarence D. Blessed, pres.; Thomas F. Wolcott, George V. Brandt, vice-presidents; Lee A. Kremer, secy.; Evan P. Bayne, treas.

WALKER MFG. CO. OF WISCONSIN, Racine, Wis. Portable and service jacks (hydraulic and mechanical); exhaust silencers and pipe; hydraulic jack oil; penetrating oil; oil filters and cartridges. James S. Allan, chmn. of the bd.; Chester C. Moss, pres.; Thomas B. Earle, vice-pres., treas.; Wm. Jasperson, sales mgr. orig. equip.; Wayne Rapp, sales mgr. wholesale; T. Faxon Hall, vice-pres., prom. adv. mgr.; Randall Snow, O. E. Hoyt, asst. adv. mgrs.; Mel Holland, serv. mgr.; Walter Shoff, dir. of pur.; Less Coffin, pur. agt.; Roger Lange, traf. mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. Ray Sweeney, acct. exec. Aitkin-Kynett Co., Philadelphia, Pa. (filter div.), M. E. Goldman, acct. exec.

WARD BODY WORKS, INC., 807 Harkrider, Conway, Ark. School and transit buses. D. H. Ward, pres.; J. C. Eaton, gen. mgr.; Bertha E. Ward, secy.-treas.; Emil Thornton, works mgr.; E. O. Ryan, chief engr.; George R. Evatt, pur. agt.; Fred Simpson, parts and acc. mgr.; W. D. Norman, sales mgr.; Lee Roy Summers, traf. mgr.

WARD LaFRANCE TRUCK CORP., Elmira, N. Y. Heavy-duty commercial trucks, fire trucks and fire-fighting apparatus. Joseph G. Grossman, pres., F. N. Tracy, vice-pres., gen. mgr.; John J. Moser, vice-pres.; Kai Madsen, secy.; Robert S. Krause, factory mgr.; F. E. James, dir. of engrg.

WARD PRODUCTS CORP., Div. of Gabriel Co., General Offices, 1148 Euclid ave., Cleveland 15, O. Factory address: Ashtabula, O. Radio and television antennas. L. W. Klein, vice-pres. chge. of sales. **Adv. Agcy.**—Fuller and Smith and Ross, Inc., Cleveland, O.

WAREHOUSE DISTRIBUTING CO., 3810 N. 19th st., Philadelphia 40, Pa. Blok seal, spark plug cleaning compounds, radiator stop leaks, ignition sealers, windshield wiper hose, shock and knee action oils, headlamp gaskets, cork gaskets, head and head gasket sets, shellac, penetrating and hydraulic jack oils, car wash, fabric and white wall tire cleaners, brake fluids. Samuel Haisfield, pres. and pur. agt.; B. Haisfield, secy-treas.; William Wilson, sales mgr.; Eugene I. Paul, works and parts and acc. mgr.; Robert Luke, traf. mgr. **Adv. Agcy.**—H. Arthur Engelman, Philadelphia, Pa.

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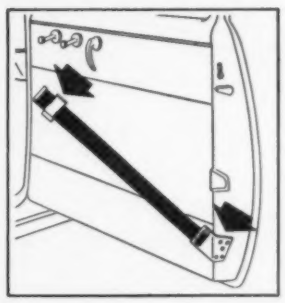

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Who's Who in the Auto Industry

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WARN MFG. CO., INC., 18821 Pacific Highway S., Seattle 88, Wash. Conversion hubs for 4-wheel drive vehicles, Willys Jeep, 4-wheel drive pick-up, station wagon, Dodge power wagon and army surplus Dodge. Arthur M. Warn, pres.; W. E. Skrinde, vice-pres.; Sadie L. Warn, secy.; Thurston L. Warn, sales mgr. **Adv. Agcy.**—Gail Advertising Agcy., Seattle 1, Wash.

WARNER AUTOMOTIVE PARTS DIV., Borg-Warner Corp., S. Wayne st., Auburn, Ind. Automotive replacement parts, axle shafts, ring and pinion gears, differential cases and parts, transmission gears, power takeoffs, gear boxes, etc. Spencer H. Mieras, pres., gen. mgr.; D. C. Hamilton, vice-pres. and asst. gen. mgr.; R. W. Lumm, secy.-treas.; J. E. Hunt, works mgr.; F. K. L. Johnson, contract sales mgr.; M. R. Seavers, serv. and traf. mgr.; H. A. McAninch, vice-pres. and chief engr.; J. J. Rountree, dir. of pur.; C. C. Hine and F. E. Allison, buyers.

WARNER ELECTRIC BRAKE & CLUTCH CO., Beloit, Wis. Electric brakes and clutches for transportation and industry. Pierpont J. E. Wood, chmn.; Steven P. J. Wood, pres.; M. Divine, secy.-treas.; N. K. Anderson, vice-pres., sales; K. DeSeve, vice-pres., operations; J. G. Oetzel, vice-pres., engrg.; R. A. Leindorf, mgr. of pur.; C. Modershon, chief engr.; D. Cain, mgr. stores and shipping; R. F. Edgar, ind. sales mgr.; F. C. Hile, chief auto appl. engr.; D. McComb, adv. mgr.; P. Myer, chief ind. appl. engr.; E. Scott, auto. sales mgr.; K. Van Kampen, gen. supt. **Adv. Agcy.**—Howard H. Monk & Associates, Rockford, Ill. George Kane, acct. exec.

WARNER GEAR DIV., Borg-Warner Corp., 1106 E. Seymour st., Muncie, Ind. Passenger car transmissions, truck transmissions, automatic torque converter transmissions, overdrive units, transfer drive transmissions, synchronizer assemblies, parking brake assemblies, automotive gears. E. S. Russey, pres. and gen. mgr.; J. C. Oesterle, vice-pres. and asst. gen. mgr.; F. M. Tuhey, secy.-treas.; W. H. Cortwright, vice-pres., works mgr.; Charles F. Powers, serv. sales mgr.; Palmer Orr, chief engr.; R. W. Wayman, develop. engr.; L. A. Black, dir. of pur.; W. S. Marquell, traf. engr.; R. B. Whinrey, office mgr., pub. rel.; S. G. Gregory, labor rel. dir.; L. T. Druck, pur. agt. **Det. Rep.**—R. R. Rolph, 7-233 General Motors bldg. **Adv. Agcy.**—Bob Robinson, Inc., Muncie, Ind.

WARNER-PATTERSON CO., 920 S. Michigan ave., Chicago 5, Ill. Liquid solder, liquid radiator cleaner, new Warner Radiator Dry Cleaner, cooling system protector, block repair. A. P. Warner, chmn. of bd.; J. H. Cattell, pres., gen. mgr.; M. J. Phillips, vice-pres.; L. P. Warner, secy.; R. M. McNeily, treas., sales mgr.; I. J. Bialek, traf. mgr. **Adv. Agcy.**—George H. Hartman Co., Chicago, Ill.

WARNER AND SWASEY CO., Duplex Div., Lansing 4, Mich. Heavy duty motor trucks, gasoline and Diesel engine-driven generating sets. H. L. Walker, vice-pres. and gen. mgr.; G. L. Hagren, engr.; Fred A. Smith, pur. agt.; Glen P. Shaw, serv. mgr.; W. F. Cook, sales mgr.

WASSELL ORGANIZATION, INC., Westport, Conn. Visual control system, rotary record and correspondence housing, visible record equipment. F. Lloyd Wassell, chmn. of bd.; G. W. Wassell, pres.; C. F. Wood, pur. agt. **Det. Rep.**—Arthur Bugbee, Wassell Detroit Co., 16240 James Couzens hwy. **Adv. Agcy.** — James R. Flanagan Adv. Agcy., New York, N. Y.

WATERVLIET TOOL CO., INC., 1349 Broadway, Albany 4, N. Y. Automotive reamers (all types), automotive equipment, pneumatic body and fender repair tools, pneumatic grinders, sanders and feather edging tools, pneumatic end lifts (automotive). H. M. Shincel, pres.; P. F. Hanreeder, vice - pres.; E. J. Sheehy, secy.-treas.; T. Ten Eyck, adv. mgr. and pur. agt.

WATKINS BODY CORP., 666 Genesee st., Buffalo 11, N. Y. Motor truck bodies, van type and parcel delivery type, welded steel assemblies. Albert C. Finley, pres., treas.; George C. Finley, vice-pres., gen. mgr.; Ralph J. Dunn, secy., sales mgr.; Thomas Poulin, chief engr.; L. H. Beyer, pur. agt. **Adv. Agcy.**—Reinold Ferstner, Buffalo, N. Y.

WATSON CO., H. S., 1316 67th st., Emeryville, Calif. Auxiliary transmissions, power take-offs. H. S. Watson, pres.; Frank M. House, vice-pres., gen. mgr.; R. S. Pershing, sales mgr.; C. Stenberg, pur. agt.; Dan Dowrick, serv. mgr.; Geo. Galloway, northeast mgr.; George Carter, southeast mgr.; Ray Terrill, north central mgr.; P. L. Gassaway, south central mgr.; William Hessin, northwest mgr.; William Conway, southwest mgr.

WATSON CO., JOHN WARREN, 1924 Hunting Park ave., Philadelphia 40, Pa. Impregnated fabric and paper for body cab, radiator and engine mountings; hood-lacing and leaf spring inserts; lubricant coating pencils. John W. Watson, pres., chief engr.; R. A. Watson, vice-pres., secy.-treas., gen. mgr.

WAUKESHA MOTOR CO., St. Paul ave., Waukesha, Wis. Internal combustion engines and units. J. E. DeLong, pres., gen. mgr.; L. L. Bower, chief engr.; C. E. Nelson, secy.-treas.; A. Herzberg, gen. supt.; J. G. Swain, vice-pres.; F. C. Schulze, sales mgr.; H. J. Lemmer, adv. mgr.; O. Pedersen, serv. mgr.; H. Loebl, distrib. serv., sales; L. F. Whisler, pur. agt.; H. Eckert, traf. mgr. **Adv. Agcy.**—Cramer-Krasselt Agency, Milwaukee, Wis. Carl Brehm, acct. exec.

WAUSAU MOTOR PARTS CO., 1007 Harrison blvd., Wausau, Wis. Piston rings, valve seat inserts. G. C. Landon, pres., gen. mgr.; Don J. Horkan, vice-pres. and asst. gen. mgr.; J. S. Landon, vice-pres., treas.; R. P. Tinkham, secy.; B. K. Konkol, asst. secy.-treas.; J. L. Roberts, replacement sales mgr.; Glenn Aschbrenner, works mgr.; I. H. Gisselman, pur. agt.

WAVERLY PETROLEUM PRODUCTS CO., 1724 Chestnut st., Philadelphia 3, Pa. Oils and greases, oil and grease absorbent. Edw. P. Frankel, pres.; Earl Scott, secy.-treas.; E. W. Coogan, sales mgr. **Det. Rep.** — Robert Reynolds, Inkster, Mich. **Adv. Agcy.**—Beaumont, Heller & Sparling, Reading, Pa.

WAYNE CHEMICAL PRODUCTS CO., Copeland st. and M.C.R.R., Detroit 17, Mich. Rust preventive oils and coatings, lubricants, paste solder, cleaners, cutting and grinding oils, spray booths. Edgar G. Behr, pres., gen. mgr.; Karl G. Behr, vice-pres.; Warren C. Dilloway, secy.; George E. Sullivan, treas.

WAYNE PUMP CO., 124-134 W. College ave., Salisbury, Md. Gasoline dispensing pumps, air compressors, hose reels, automotive hoists and indus. lifts. W. H. Bateman, pres.; D. J. Nelson, vice-pres.; A. E. Allen, vice-pres.; W. T. Thornton jr., secy.-treas.; F. E. Laurnt, dir. of sales; T. F. Breen, serv. mgr.; C. E. Bounds, pur. agt. **Det. Distr.** — M. J. Vierling, 1627 W. Fort st. **Adv. Agcy.**—A. E. Aldridge Assoc., 1616 Walnut st., Philadelphia 3, Pa. A. E. Aldridge, acct. exec.

WAYNE WORKS, INC., 1500-1700 North F. st., Richmond, Ind. School bus and motor coach bodies. Harold Drimmer, chmn. of bd.; Newton Glekel, pres.; F. W. Hall, exec. vice-pres. and gen. mgr.; I. G. Brown, vice-pres. and gen. sales mgr.; Harvey J. Morse, vice-pres., mfg.; W. T. DeCapua, vice-pres., engrg.; Richard O. Thomas, eastern sales mgr.; John M. Eggemeyer, western sales mgr.; M. C. Jordan, asst. sales mgr.; E. L. Walters, contr.; Richard M. Stephenson, mgr., spec. prod. div.; Holmes Collins jr., dir. of pur.; Harold Koehler, serv. mgr.; Dudley F. Starr, mgr. adv. and sales prom.; Gilbert Maze, mgr., prod. control. **Adv. Agcy.**—Ruben Advertising Agency, 966 North Meridian st., Indianapolis 4, Ind.

WEATHERHEAD COMPANY, 128 W. Washington blvd., Ft. Wayne, Ind. Tube fittings, flexible hose assemblies, dash controls, drain and shut-off cocks, valves, accessories and screw machine parts for automotive products. Albert J. Weatherhead jr., pres.; James M. Baker, vice-pres. and gen. mgr.; Mario R. Funari, treas. and contr.; Clayt Ehlert, pur. agt.; Wm. Hertel, chief engr.; Bob Carpenter, chief research engr.; M. J. Kaufman, works mgr.; A. S. Wade, sales mgr. OEM Div.: G. P. Robers, sales mgr. distr. div.; F. A. Knapp, adv. dir. **Det. Rep.**—C. S. Johnson, 923 Fisher bldg., Detroit, Mich.

WEAVER MFG. CO., 2171 E. 9th st., Springfield, Ill. Headlight testers, brake testers, alignment testers, front end equipment, jacks, lifts (automotive, truck and bus), shop service equipment, wheel dollies. I. A. Weaver, pres.; E. A. Costa, exec. vice-pres., treas., gen. mgr. and bus mgt. dir.; C. F. Hodgson, vice-pres., chge. of sales; H. G. Becker, supt.; John M. Carroll, secy.; E. C. Henning, domestic sales mgr.; E. V. Eastman, adv. mgr.; Ruel Logan, gen. sales super.; J. L. Phelps, serv. mgr.; W. A. Ross, chief engr.; O. W. Ellis, pur. agt.; H. G. Hogan, traf. mgr.; J. S. Greenleaf, per. mgr. **Det. Rep.**—A. W. Ray, 9364 E. Outer drive, Detroit, Mich. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

WEBER TOOL CO. (Weber Racing Cams and flywheels), 4200 Whiteside st., Los Angeles 63, Calif. Camshafts, push rods, jet plates, flywheels steel-faced (aluminum), degree wheels, clutches, adapters (transmission housings). Harry J. Weber, pres., chief engr.; John H. Price, vice-pres., works mgr.; B. G. Weber, secy.; Charles H. Storing, gen. mgr. **Adv. Agcy.**—Shackelford Advertising Agency, Los Angeles 31, Calif.

WEBSTER ELECTRIC CO., 1900 Clark st., Racine, Wis. Intercommunication and sound systems and magnetic tape recorders. A. C. Kleckner, chmn. of the bd.; P. G. Crewe, pres. and treas.; D. J. Munroe, exec. vice-pres.; H. C. Stacey, gen. sales mgr.; W. E. Dent, adv. mgr.; H. Weinbrenner, serv. mgr.; P. A. Karil, vice-pres. in chge. of pur.; O. Hansche, traf. mgr.; P. Arzikovic, pub. rel. mgr. **Det. Rep.** — Vic Stalford, 92 Peterborough. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago, Ill.

WEBSTER MFG. LTD., W. L., 5320 Riverside dr., Riverside, Ont. Interior trim for passenger cars and trucks, truck seat trim replacement kits, school bus seat trim replacement kits, automotive safety seat belts. W. L. Webster, pres.; B. F. Webster, vice-pres., treas.; Harold E. Roberts, gen. mgr.; C. A. McKaig, traf. mgr. **Adv. Agcy.** — Forrest U. Webster, Detroit, Mich.

WEIAND POWER & RACING EQUIPMENT, 2733 San Fernando rd., Los Angeles 65, Calif. Manufacturers of power and racing equipment for most popular makes of automobiles, i e. high compression cylinder heads, dual and triple manifolds, four carburetor competition manifolds.

WEIRTON STEEL CO., Main, Weirton, W. Va. Hot and cold rolled sheets and strip, galvanized sheets, long ternes, tin plate, zinc coated sheets and strip (weirzin). E. O. Burgham, pres.; W. A. Murphy, exec. vice-pres., secy.; J. H. Harris, treas.; C. E. Carr, vice-pres., gen. mgr.; L. P. Brueckel, vice-pres., sales mgr.; W. A. Fannin, C. A. Hesse, asst. sales; F. G. Brown, adv. mgr.; H. C. Fitton, asst.; C. J. Klein, vice-pres., chief engr.; J. H. McNeal, pur. agt.; J. K. Deasy, traf. mgr.; G. T. Fonda, pub. rel. mgr. **Det. Rep.**—F. J. White, General Motors bldg. **Adv. Agcy**—Campbell-Ewald, Detroit, Mich. W. P. Stewart, acct. exec.

WELD-BUILT BODY CO., INC., 5903 Preston Court, Brooklyn 34, N. Y. Wrecking equipment, truck-mounted amusement rides, towing equipment, crash and garbage trucks. Arthur Nelson, pres.; Joseph Milan, vice-pres.; A. Matters, works mgr.; A. Fava, sales mgr. **Adv. Agcy.**—Norman Commercial Art Service Co., New York, N. Y. N. Levit, acct. exec.

WELLER ELECTRIC CORP., P. O. Box 345, Easton, Pa. Soldering guns. Norman E. Ritter, pres.; Joseph F. Whitaker, vice-pres., sales mgr.; Duane B. Smith, secy. **Det. Rep.**—Bill Waldeck Co., 506 S. Wabash ave., Chicago 5, Ill. **Adv. Agcy.**—Arndt, Preston, Chapin, Lamb and Keen, Inc. Philadelphia, Pa. Earle C. Thompson, acct. exec.

WELLINGTON SEARS CO., 65 Worth st., New York 13, N. Y. Cotton and synthetic textiles (auto headlining fabric). T. S. Avary, pres. **Det. Rep.**—C. K.

(Continued on Page 278)

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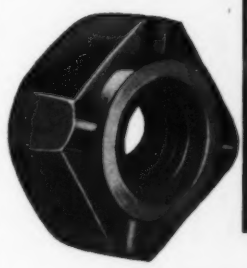

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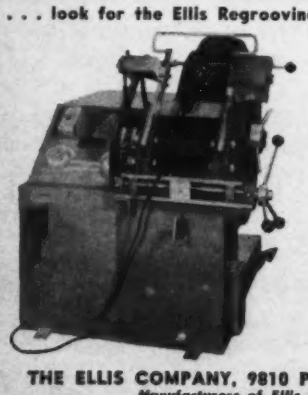

Tread designs vary in every tire. A proper regrooving job requires a regrooving machine with flexibility . . . a machine that can be *controlled* to accurately follow or duplicate old tread designs. *Ellis Regrooving Machines have this flexibility!*

Ellis Tire Regrooving Machines have been servicing dealers in principal cities throughout the U. S. since 1948. Every day more and more particular dealers are switching to Ellis Regrooving Machine service over all others.

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THE ELLIS COMPANY, 9810 PHILIP AVE., DETROIT 24, MICH.
Manufacturers of Ellis Tire Regrooving Machines

Who's Who in the Auto Industry

(Continued from Page 277)

Saunders, Wellington Sears Co., 2070 Penobscot bldg. **Adv. Agcy.**—Ellington & Co., New York, N. Y. H. W. Covington, acct. exec.

WELLMAN CO., THE S. K., 200 Egbert rd., Bedford, O. Sintered metal clutch plates, clutch facings and brake linings for automotive, aircraft, industrial and earth-moving equipment. S. K. Wellman, pres.; R. W. Biggs, exec. vice-pres.; W. E. Canfield, R. LaFrance, vice-presidents; William A. McAfee, secy.; C. T. Cox, vice-pres. and treas.; T. A. Novotney, replacement parts dept. sales mgr.; G. L. Romine, sales mgr., original equipment dept.; R. C. Brigleb, replacement parts dept. asst. sales; E. N. McVey, chief engr.; Frank Yehl, pur. agt.; Fred Kling, ind. rel. dir. **Det. Rep.**—G. T. Gorman, 10600 Puritan, Detroit 38. **Adv. Agcy.**—C. D. Heiser, Cleveland, O.

WELTRONIC CO., 19500 W. Eight Mile rd., Detroit 19, Mich. Resistance welding controls, electronic timers, electronic and magnetic contactors, control combinations and accessories, motor controls, rectifier-regulators, electronic rectifiers, automatic engine test stands. Cletus J. Collom, pres.; Victor Saliba, secy.-treas.; Albert E. Lohrber, chief engr.; George Ducharme, plant supt.; J. M. Johnston, sales mgr.; Robert Johnston, pur. agt.

WESBAR STAMPING CORP., West Bend, Wis. Car top carriers, replacement hub caps, outboard motor stands and carriers, metal stampings (small), blanking, piercing and forming dies. C. I. Nielsen, pres., gen. mgr.; F. M. Nielsen, vice-pres.; Chet Nielsen, secy., sales and adv. mgr.; M. G. Rusch, treas., works mgr. **Adv. Agcy.**—Barnes Advertising Agency, Milwaukee, Wis.

WEST DISINFECTING CO., 42-16 West st., Long Island City 1, N. Y. Disinfectants, deodorants, soaps, cleaners. M. M. Mencuse, chmn. of bd.; James E. Marcuse, pres.; L. J. Oppenheimer, vice-pres., secy.; S. S. Ross, treas.; G. J. Ross, contr.; John A. Manley, exec. vice-pres.; W. Fleton jr., asst. secy.; T. Z. Van Raalte, adv. mgr.; William C. Wallstein, pur. agt.; Martin Yunker, traf. mgr. **Det. Rep.**—H. A. Winch, 2760 Third ave. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. R. Brockway, acct. exec.

WESTBERG MFG. CO., 144 S. Coombs st., Napa, Calif. Westach auto aid portable engine test unit, auto, truck and marine tachometers, wind speed indicators and industrial speed indicators. V. L. Westberg pres. **Adv. Agcy.**—Marthens, Galloway & Simms, Chicago, Ill. Mr. Marthens, acct. exec.

WESTBROOK INDUSTRIES, INC., 140-146 Malvern st., Newark 5, N. J. Brake and clutch bonding equipment. J. Urbano, pres., treas.; M. Urbano, secy.; N. Cornell, sales and adv. mgr.; V. Urbano, pur. agt.

WESTCLOX, DIV. GENERAL TIME CORP., LaSalle, Ill. Automobile clocks. J. L. Bruce, ind. sales mgr. and contact man; D. J. Hawthorne, pres.; M. C. Budiong, gen. mgr.; W. J. Richards, works mgr.; H. T. Millikin, adv. mgr.; J. A. Donahue, gen. sales mgr.

WESTERN AMERICAN INDUSTRIES INC., 1220 Main, Longmont, Colo. Gibson D, SD and Super D tractors, also implements. Howard Snyder, pres., gen. mgr.; Vane Golden, vice-pres.; O. W. Beauchamp, secy.-treas.; Arch Syckes, works mgr.; H. Snyder, sales mgr. and pur. agt.; Henry Rader, serv. mgr.; Dean Walden, parts and acc. mgr. **Det. Rep.**—Bob Southern, Walled Lake, Mich.

WESTERN TOOL AND STAMPING CO., 2725 Second ave., Des Moines 13, Ia. Certified power mowers, lawn sweepers, snow plow, riding mowers, and electric hand trimmers. E. W. Kolls, pres.; J. E. Kolls, vice-pres.; H. D. Bright, vice-pres., treas.; Clark Shreck, secy.; E. C. Seyphol, vice-pres. in chge. of sales; C. J. Tussing, asst. sales mgr.; R. A. Panor, sales prom. mgr.; R. R. Torgersen, vice-pres. and serv mgr.; George I. Wood, vice-pres. and chief engr.; Earl Lee, pur. agt.; D. F. Thomas, traf. mgr. **Det. Rep.**—J. Brooke Marstiller, 10958 Roxbury, Detroit, Mich. **Adv. Agcy.** — Rothbardt-Haas Advertising, Inc., Chicago, Ill. Robert A. Haas, acct. exec.

WESTINGHOUSE BROADCASTING CO., INC., 122 East 42nd st., New York 17, N. Y. Operates radio stations in Boston, Springfield, Mass.; Pittsburgh, Cleveland, Ft. Wayne, Ind.; Portland, Ore., and television stations in Boston, Pittsburgh, Cleveland and San Francisco. Donald H. McGannon, pres.; Eldon Campbell, nat. sales mgr.; David E. Partridge, nat. adv. mgr. **Det. Rep.**—Free & Peters, Wm. Bryan and Louis Hummel, Penobscot bldg. **Adv. Agcy.**—Ketchum, MacLeod & Grove, Inc., Pittsburgh, Pa.

WESTINGHOUSE ELECTRIC CORP., Lamp Div., MacArthur ave., Bloomfield, N. J. Incandescent and fluorescent lamps. G. A. Price, pres.; F. M. Sloan, mgr.; C. E. Erb, gen. sales mgr.; R. E. Ebersole, mktg. mgr.; H. E. Plishker, merch. mgr.; C. W. Flood, mgr., miniature lamp sales; W. D. Scott, mgr., adv. and sales prom.; F. Esser, pur. dept. **Det. Rep.**—T. L. Holbrook, P. O. Box 502, Detroit. **Adv. Agcy.**—McCann-Erickson, Inc., 50 Rockefeller Plaza, New York 20, N. Y. C. Nulle, acct. exec.

WETTLAUFER ENG. CORP., 1900 W. Eight Mile rd., Detroit 19, Mich. Product and tool engineering, patterns, mockups and die models, plastics, kirksite foundry and experimental metal fabrication. E. G. Wettlaufer, pres.; H. J. Wettlaufer, vice-pres.; A. J. Wettlaufer, vice-pres. and sales mgr.; J. MacKenzie, treas.; O. C. Davidson, vice-pres. and plant mgr.; R. J. Grubba, chief engr.; H. A. Davidson, pur. agt.

WHALE TOOL CORP., 1767 Broadway, New York 19, N. Y. Pli-wrench—locking type. Samuel Kresberg, pres.; Louis Rosenberg, treas., gen. mgr.

WHEEL WEIGHTS, INC., 122 South First st., Ann Arbor, Mich. Wheel balance weights. M. J. Hume, pres.; R. J. Zaebst, gen. mgr.

WHEELDEX & SIMPLA PRODUCTS, INC., 40 Bank st., White Plains, N. Y. Motorized and manual card filing equipment. Etchel Scholfield, pres.; R. P. Scholfield, gen. mgr. **Det. Rep.**—George E. Sinko, Wheeldex-Simpla Detroit Co., Book bldg., room 501, Detroit, Mich.

WHELAND CO., 2800 S. Broad st., Chattanooga 2, Tenn. Gray iron automotive castings. Gordon P. Street, pres.; Charles W. Wheland, vice-pres.; C. C. Lay, treas.; Z. W. Wheland, secy.; H. F. Griscom, vice-pres. in chge. of foundry oprns.; K. L. Landgrebe, mgr., foundry div. **Det. Rep.**—J. Fred Selman, 910 Fisher bldg., Detroit. **Adv. Agcy.**—Power & Condon, Chattanooga, Tenn.

WHITAKER CABLE CORP., 1301 Burlington st., Kansas City 16, Mo. Battery cable, ignition sets, spool wire, wire harness assemblies, battery terminals, battery service tools, bonding jumpers, radio assemblies. J. P. Whitaker, pres., gen. mgr.; T. A. Voelker, vice-pres., chge. Philadelphia branch; T. H. Stuver, secy., pur. agt.; A. L. Taylor, treas.; J. F. Whitaker, exec. vice-pres.; C. Craig Whitaker, ind. sales mgr.; Ivan F. Cloud, wire plant mgr.; D. E. Stewart, vice-pres. in chge. of sales; J. W. Taylor, vice-pres. in chge. of St. Joseph, Mo. plant; P. B. Meicher, replacement sales mgr.; Thomas J. Baldridge, adv. mgr.; M. D. Downing, asst. pur. agt. **Det. Rep.**—C. O. Larson, 16840 Kercheval, Grosse Pointe, Mich. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill.

WHITE AUTOMOTIVE PRODUCTS, INC., 1604 Douglas ave., North Providence 4, R. I. Upper cylinder oiler. Henry L. White, pres., chief engr.; Samuel Hesketh, vice-pres.; Raymond A. Masse, secy.; Lily Parkinson White, treas.

WHITE & BAGLEY CO., 100 Foster st., Worcester 8, Mass. Motor oils, gear oils, greases, specialties. Edwin G. Bagley, pres., treas.; Herbert P. Bagley, II, secy.; George J. Nurse, sales mgr.; Mary T. Holland, adv. mgr.; Ernest W. Foster, pur. agt.; John W. Moulton, traf. mgr.

WHITE COLOR CARD CO., 467 Amsterdam, Detroit 2, Mich. Automotive upholstery and color selectors. Myron S. Steinberg, pres., sales mgr.; Thomas H. Denton, vice-pres., gen. mgr.; Samuel B. Keene, secy.; Howard J. Fisher, treas.; Fred M. White, works mgr.; J. Floyd Johnson, adv. mgr.; Wayne G. Gratopp, pur. agt. **Det. Rep.**—Thomas H. Denton, 467 Amsterdam. **Adv. Agcy.**—Advertisers-Detroit, Detroit, Mich. Milton Watson, acct. exec.

WHITE MOTOR CO., 842 East 79th st., Cleveland 1, O. White Mustang power trucks and tractors, White 3000 trucks, Autocar trucks, diesel engines. Robert F. Black, pres.; J. N. Bauman, exec. vice-pres.; F. S. Baster, vice-pres., chge. engrg.; Edward S. Reddig, exec. vice-pres., finance; Paul Rice, secy.; W. L. Pepin, dir. of serv.; Harold O. Hoffman, treas.; William B. Terbeek, works mgr.; G. C. Frank, tech. asst. to pres.; Robert Cass, asst. to pres.; H. Richard Stickel, asst. to pres. and dir. of pub. rel. and fleet sales; Paul Gillan, chief engr.; T. J. Delaney, dir. of adv. and sales prom.; R. A. Fryer, asst. dir. of adv. and sales prom. **Adv. Agcy.** — D'Arcy Advertising Agency, Cleveland, O. J. C. Toedtman, acct. exec.

WHITEHEAD STAMPING CO., 1665-7 W. Lafayette blvd., Detroit 16, Mich. Stampings, standard washers, special washers, "hindview" mirrors. J. F. Whitehead, pres.; J. F. Whitehead jr., vice-pres., treas.; M. B. Whitehead, vice-pres.; Geo. W. Schreck, secy.

WHITMAN & BARNES, 40600 Plymouth rd., Plymouth, Mich. Drills, reamers, countersinks, tool bits, counterbores, carbide tools and special tools. K. Kronwall, pres.; E. W. Zipse, vice-pres., gen. mgr.; H. G. Capron, secy.; H. Beckstrom, treas.; W. L. Target, works mgr.; C. W. Krueger, sales mgr.; D. T. Meisel, adv. mgr.; W. Tichy, chief engr.; R. G. Matley, pur. agt **Adv. Agcy.**—Gray & Kilgore, Inc., Detroit, Mich. R. N. Blatchford, acct. exec.

WHITNEY CHAIN CO., 237 Hamilton st., Hartford 2, Conn. Replacement timing chain, industrial power trans. chain. E. A. Hanson, pres.; P. C. Boyd, secy.; B. G. Tyrrell, treas.; W. O. R. Korder, sales mgr.; R. G. Atkins, automotive sales mgr., sales prom. and adv. mgr.; W. R. Edgerton, chief engr.; W. E. Welles, pur. agt.; S. G. Corbett, traf. mgr.

WHIZZER MOTOR CO., 350 South Sanford, Pontiac 20, Mich. Whizzer motors and motorbikes. Dietrich Kohlsaat, pres.; Frank Andux, contr.; Martin Goldman, secy-treas.; R. H. Cooley, sales mgr.; Henry Schuricht, chief engr.; L. A. Kent, pur. agt. **Adv. Agcy.**—Dudgeon, Taylor & Bruske, Detroit, Mich. Paul Bruske, acct. exec.

WICO ELECTRIC CO., Box 111, West Springfield, Mass. Magnetos and distributors; H. M. Sauers, pres.; A. L. Brownlee, vice-pres.; C. L. Allen, sales mgr.; O. H. Tift, mgr. adv. and mktg.; M. F. Allen, serv. mgr.; F. E. Ray, pur. agt.; L. A. Whiting, traf. mgr.; E. G. Overstreet, per. mgr.; H. F. Burke, lab. rels. **Adv. Agcy.** — Ad-Service, Worcester, Mass.

WILBUR & WILLIAMS CO., THE, 130 Lincoln st., Boston 35 (Brighton), Mass. Specialized industrial paints and coatings; rust inhibitive, full rubber base and vinyl acid resistants. Merton E. Williams, pres.; Donald E. Wilbur, secy. and treas.; Larcom Randall, adv. mgr.; Geo. P. Allen, pur. agt. and dir. of sales service. **Adv. Agcy.**—Larcom Randall Adv. Agcy., 51 Melcher st., Boston.

WILKENING MFG. CO., 2000 S. 71st st., Philadelphia 42, Pa. Piston rings, piston resizers, ring compressors, cylinder deglazer, piston groove cleaner, lathes, gauges. W. E. Wilkening, pres.; W. S. Loeb, senior vice-pres.; H. E. Gerstley, treas.; D. A. Cowhig, exec. vice-pres.; R. W. Doherty, replacement sales mgr.; Walter A. Kirkpatrick, adv. and sales prom. and pub. rel. mgr.; Helmuth G. Braendel, dir. engr. and prod.; F. Solis-Cohen, pur. agt. **Det. Rep.**—Thos. W. Moss & Assoc.; 19250 James Couzens hwy. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia 2, Pa.

WILLARD STORAGE BATTERY DIV., 246-286 E. 131st st., Cleveland 1, O. Storage batteries, dry batteries, cables, battery service equipment. D. N. Smith, vice-pres. and gen. mgr.; H. J. Ensign, contr.; J. S. Hudson, secy.; R. L. Sommerville, gen. sales mgr.; J. P. Casserly, mgr. national accts.; F. J. Port, dir. of engrg.; C. H. Endress, chief engr.; D. A. Campbell, pur. agt.; R. M. Stadick, gen. traf. mgr.; J. S. Harbison, mgr., replacement sales; L. G. DeMotte, adv. and prom. mgr.; R. A. Risk, mgr., related prods.; C. F. Oestermeyer, mgr. sales engrg.; E. M. Slonaker, sales mgr., Pac. Coast; G. W. Wolff, asst. sales mgr.; A. L. Blackwell, national serv. mgr.; J. C. VanAllen, mgr. mfrs. sales. **Det. Reps.**—L. P. McCarthy, G. I. Lyman, 415 Curtis bldg., 2842 W. Grand blvd., Detroit, Mich. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. R. A. Gardner, acct. exec.

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WILLIAMS & CO., J. H., 400 Vulcan st., Buffalo 7, N. Y. Detachable sockets and accessories, open-end and box wrenches, impact sockets, machinists' tools, chain pipe tongs and vises, hoist hooks, eye bolts, drop-forgings. M. J. Kearins, chmn. of bd.; J. C. Malugen, pres.; J. B. Perkins, vice-pres., tool sales; E. R. Burkardt, sales mgr., tools sales; G. W. Caruso, asst. sales mgr., tool sales; H. N. Maurer, vice-pres., forging sales; J. S. Slosson, vice-pres., mfg.; R. H. Runnalls, secy.-treas.; J. R. Armstrong, adv. mgr.; J. P. O'Brien, pur. agt. **Det. Rep.**—Marshall H. Durston jr., 2258 Pine st., Birmingham, Mich. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y. L. Wells Simonds, acct. exec.

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WILSON CO., THE, Mfg. of Wilco Products, 959 Commonwealth ave., Boston, Mass. Exhaust extension, motor moly, glow trim, sun visors, license plate brackets, fender whisker, travel trays and fender guide. William B. Sandler, pres., sales mgr.

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WIREMOLD CO., THE, Hartford 10, Conn. Defroster hose, fresh air duct, auto cable housing (non-metallic). D. Hayes Murphy, ch. bd.; John Davis Murphy, pres.; William D. Ball, secy.; Robert H. Murphy, exec. vice-pres. and treas.; Paul O. Roedel, sales mgr., air duct div.; Edith Wootton, adv. mgr.; Joseph R. Dillon, pur. agt.; John F. Britt, traf. mgr. **Det. Rep.**—Robert C. Renoide, 6432 Cass ave. **Adv. Agcy.**—Gross-Harrison Adv. Agcy., Hartford 3, Conn. Julian Gross, acct. exec.

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WITTEK MFG. CO., 4305 West 24th pl., Chicago 23, Ill. Hose clamps. Ralph W. Tetzlaff, pres., gen. mgr.; Clarence Tetzlaff, vice-pres., treas.; Julius Marischler, secy.; H. J. Kratochvil, works mgr.; Edward Percival, sales mgr.; Herbert Zartler, chief engr.; John Woods, traf. mgr. **Det. Rep.**—Cameron Lombard, 3049 E. Grand blvd., Detroit, Mich. **Adv. Agcy.** — Merrill McEnroe & Associates, 176 W. Adams, Chicago, Ill.

WIX CORP., Gastonia, N. C. Oil filters, replacement cartridges (automotive and industrial). A. H. Sims, chmn. of bd.; L. G. Alexander, pres.; W. S. Barfield jr., vice-pres. and treas.; P. G. Craw-

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Who's Who in the Auto Industry

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shaw, vice-pres.; R. W. Owen, asst. sales mgr.; Arthur Hull-Ryde, vice-pres., sales mgr.; P. L. Francois, equip. sales rep.; A. A. Wilson, mgr. ind. div. **Adv. Agcy.**—Humbert & Jones, New York, N. Y.

WOHLERT CORP., 708 E. Grand River, P. O. Box 1109, Lansing 5, Mich. Flywheel starter gears, water and oil pumps, clutch parts, tie rod ends, king bolts, miscellaneous automotive parts. Walter F. Patenge, pres., gen. sales Harry D. Hubbard, secy., treas.; Jud L. Hopkins, works mgr.; A. A. Nelson, pur. agt.; Lois Leitz, sales mgr. replacement dept.; Hugh Patenge, sales mgr. contract div. **Adv. Agcy.**—Harry Deady, Lansing, Mich.

WOLF CO., JOHN E., Home State Life bldg., Oklahoma City 3, Okla. **The Wolf Plan of Service Merchandising** Service follow-up, service promotion, "Good Will" prom.; John E. Wolf, pres.; J. C. Holman, vice-pres.; J. C. Geary, dealer rels. **Reps. in:** Chicago, Cleveland, Cincinnati, Detroit, Denver, Garden Grove, Calif., Geneseo, N. Y., Houston, Long Beach, Calif., New Orleans, La., Milwaukee, Minneapolis, Kansas City, Mo., Mount Kisco, N. Y., St. Louis, Wilkes-Barre, Pa. **Det. Rep.**—Herb C. Lamborn, 1020 Somerset rd., Detroit 30.

WOLF'S HEAD OIL REFINING CO., INC., Fair bldg., Oil City, Pa. Wolf's Head motor oil and lubes, Pennsylvania lubricating oils, white crude scale wax, gasoline, kerosene, fuel oil. A. W. Scott, pres.; E. E. Bellen, vice-pres.; C. R. Scott, vice-pres. and gen. sales mgr.; G. E. Scott, secy. and treas.; W. B. Smith, refinery supt.; W. J. Scott, pur. agt.; L. R. Cavanaugh, traf. mgr. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa.

WOLVERINE TUBE, Div. of Calumet & Hecla, Inc., Guardian Towers, Guardian bldg., Detroit 26, Mich. Copper automotive tube (for original and replacement markets). D. W. Blend, gen. mgr.; R. M. Frink, dir. oprns.; J. M. Dumser, dir. sales; H. A. Harty, adv. mgr.; A. L. Woods, dir. pur.; J. L. Haddock, traf. mgr.; F. W. Oakes, dir. ind. and pub. rel. **Adv. Agcy.**—Gray & Kligore, Inc., Detroit, Mich. A. J. Brooks, acct. exec.

WOOD CO., JOHN, Bennett Pump Div., Muskegon, Mich. Gasoline pumps, barrel pumps, grease dispensers, oil dispensing equipment, Islanders, Tireflators, hose reels. J. B. Balmer, pres.; A. F. Jordan, vice-pres. and gen. mgr.; R. S. Owens, vice-pres. and treas.; S. K. Makemson, vice-pres. and gen. sales mgr.; A. C. Raschke, asst. to vice-pres. and gen. sales mgr.; P. B. Riner, adv. mgr.; W. M. Hoxie, serv. mgr.; Robert Allen, dir. of engrg.; R. L. Borgeson, pur. agt.; H. C. Stamer, traf. mgr. **Det. Rep.**—E. R. Finan, 17319 Wyoming, Detroit. **Adv. Agcy.**—Morey, Humm & Johnstone, Inc., 350 Fifth ave., New York 1, N. Y.

WOODALL INDUSTRIES, INC., 7565 E. McNichols rd. Detroit 34, Mich. Body trim panels, body insulations, housings for heating and air conditioning systems, molded plastic parts, formed fiber parts, visors, leather grained fiberboards, trim and insulating assemblies. H. J. Woodall, pres.; M. E. Griffin, secy. and treas.; C. B. Johnson, exec. vice-pres.; R. T. B. Peirce, sales mgr.; F. L. Chadwick, asst. sales mgr.; J. W. Greig, chief engr.; G. K. Geisbuhler, pur. agt.; Norman Krause, asst. pur. agt.; Ross McCann, traf. mgr.

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WOODWORTH CORP., C. B., Greene, N. Y. Bumper jacks, tire chains, easyon-emergency chains, spring clips (passenger car). C. B. Woodworth, pres., sales mgr., adv. mgr.; C. B. Woodworth jr., 2nd vice-pres., prod. mgr.; R. R. Woodworth, secy., pur. agt., traf. mgr.

WOODWORTH SPECIALTIES CORP., 182 Broad ave., Binghamton, N. Y. Control rods, bumper jacks, tire chains, wire forms, sheet metal stampings, assemblies. Charles B. Woodworth, pres., treas.; Ralph A. Woodworth, vice-pres., chief engr.; Robert R. Woodworth, secy., pur. agt.

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WORLD BESTOS, P. O. Box 233, New Castle, Ind. Brake linings, rolls, sets, blocks, clutch facings, spring liners and inserts, transmission linings. William J. Nanfeldt, gen. mgr.; Richard A. Riley, asst. gen. mgr.; M. Carlyle Kucheman, comptr.; Lewis G. Kersgard, mgr. special acct. sales; James R. Speers, plant supt. **Det. Rep.**—Homer B. Sisson (O. E. M.), 1405 Henry st., Detroit, Mich. **Adv. Agcy.**—LaGrange & Garrison, Inc., Indianapolis, Ind. R. W. Garrison, acct. exec.

WORLD WIDE AUTOMOBILES CORP., 49-12 Newton rd., L. I. City, N. Y. Volkswagen automobiles and transporters. Arthur Stanton, pres.

WORMAN, INC., LAUREL C., 1511 Madison ave., Toledo 1, O. Laurel C. Worman, pres., treas.; R. J. Krugh, vice-pres., gen. mgr.; L. J. Vinnings, vice-pres., gen. serv. mgr.; W. G. Morgan, vice-pres., used car mgr.; Geo. Dixon, sales mgr.; Mervin Pasch, parts mgr.; Ruth Worman, secy.

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WRIGHT HOIST DIV., American Chain and Cable Co., Inc., York, Pa. Speedway electric hoists, safeway hand hoists, overhead traveling cranes. C. N. Johns (New York), pres.; W. D. Kirkpatrick, vice-pres.; A. C. Laske (New York), secy.; S. Mann (Bridgeport), treas.; S. J. Woodworth, sales mgr.; E. V. Creagh, adv. mgr.; C. G. Strote, dir. of pur. **Det. Rep.**—R. L. Newman, 2401 E. Seven Mile rd.; T. J. Winter, asst. sales mgr., York, Pa. **Adv. Agcy.**—Reincke Meyer & Finn, Inc., Chicago, Ill.

WUDEL MFG. CO., EDMUND J., 6082 Ferguson dr., Los Angeles 22, Calif. Vixen spark plug cleaner and tester, Wudel hydraulic transmission jack and stand, engine support bar. Edmund J. Wudel, owner, pres. and sales mgr.; Ruth Wudel, secy.; Wm. E. Earl, chief engr. **Det. Rep.**—Guy L. Stevens, 40300 Grand River ave. **Adv. Agcy.**—Mann Advertising Co., Los Angeles, Calif.

WYATT MFG. CO., INC., THE, 500 N. 5th st., Salina, Kans. Jayhawk tractor mounted loaders and attachments, bazooka spiral grain augers, hay stackers, field sprayers, hydraulic truck hoists, sub-soilers. J. J. Spaeth, pres.; J. W. Spaeth, secy.; J. E. Spaeth, vice-pres. and gen. mgr.; R. L. Thorp, dir. of sales; T. G. Aird, sales mgr.; K. W. Krutz, charge truck hoist sales; W. V. Warren, chief engr.; J. A. Kistler, pur. agt. **Adv. Agcy.**—Rogers, Smith, Potts, Turnbull Adv., Kansas City, Mo.

WYMAN-GORDON CO., 105 Madison st., Worcester 3, Mass. Plant locations: Worcester Div., Worcester, Mass., and Grafton, Mass.; Ingalls - Shepard Div., Harvey, Ill. Forgings for aircraft, automobile and farm implement industries (produced from steel, high density alloys, titanium, aluminum and magnesium). Crankshaft forging specialists. H. G. Stoddard, chmn. of bd. of dir.; R. W. Stoddard, pres.; S. R. Duryee, vice-pres. and treas.; R. M. Powell, vice-pres. and gen. sales mgr.; H. F. Wood, vice-pres. and gen. mgr.; Ingalls-Shepard div., G. W. Motherwell, vice-pres., engrg. and development. **Det. Rep.**—R. M. Powell, vice-pres. and gen. sales mgr., 2814 Book Tower, Detroit. **Adv. Agcy.**—John W. Odlin Co., Worcester, Mass.

WYNN OIL CO., 1151 W. Fifth st., Azusa, Calif. Friction proofing products, grease and fuel additives. Carl E. Wynn, pres. and gen. mgr.; Beatrice P. Wynn, vice-pres.; Wesley E. Bellwood, secy.-treas. and contr.; Elizabeth Pollock, asst. secy.; Clifton L. Wynn, bulk sales; Dr. S. I. Gleason, dir. research and develop.; Gaylord Hold, asst. dir. research and develop.; John T. Appelt, prod. mgr.; Mary Laby, traf. mgr.

WYZENBEEK & STAFF, INC., 223 No. California ave., Chicago 12, Ill. Flexible shafts and flexible shaft machines for sanding, grinding, buffing, polishing, wire brushing. Also flexible shafts for tire buffing, sawing attachments for electric drills, hole cutters, etc. Also wear test meter for testing wearing quality of fabrics. A. Wyzenbeek, pres.; Davis Baker, vice-pres., sales. W. Sheppard, pur.

X

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Y

YALE & TOWNE MFG. CO., 11000 Roosevelt blvd., Philadelphia 15, Pa. Hand and electric hoists; electric, diesel, gasoline, L-P gas hand motorized and hand industrial lift trucks. Gilbert W. Chapman, pres.; Fred Dunning, exec. vice-pres.; Elmer F. Twyman, vice-pres.; Philip B. Niles, vice-pres.; Hugh J. Mathews, asst. secy.; Elmer F. Franz, treas.; P. A. Metzger, works mgr.; Paul R. Minich, gen. sales mgr.; N. C. Baker, adv., pub. and sales prom. mgr.; P. J. Freiderichs, serv. mgr.; O. S. Carliss, dir. of engr.; T. W. Curtin, pur. dir.; Chas. Krips, traf. mgr. **Det. Rep.**—The Yale & Towne Mfg. Co., 4466 Woodward ave., Detroit 1, Mich. Samuel T. Keller, Co., 2457 Woodward ave., Detroit 1, Mich. **Adv. Agcy.**—Ruthrauff & Ryan, Inc., 405 Lexington ave., New York 17, N. Y. Robert M. O'Donnell, acct. exec.

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YORK ELECTRIC & MACHINE CO., INC., 630 Loucks Mill rd., York, Pa. Rear axle and propeller shafts. Ralph A. Pannier, pres.; E. R. McDowell, asst. secy.

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YOUNGSTOWN SHEET AND TUBE CO., THE, Stambaugh bldg., Youngstown 1, O. Open hearth and Bessemer steels of various types, including carbon, copperoid, alloy, and yoloy steels. J. L. Mauthe, pres.; Walter E. Watson, first vice-pres.; Alfred S. Glossbrenner, vice-pres., chge. oprns.; M. H. Watkins, George McCuskey, W. E. Fowler, H. J. Spoerer, vice-presidents; James E. Bennett, gen. counsel and secy.; William N. McDonald, compt.; John H. Hall, treas.; Robert F. Doolittle, asst. gen. counsel and asst. secy.; Arthur C. Joachim, asst. secy. and asst. treas.; K. Calvin Sommer, asst. treas. **Det. Rep.**—The Youngstown Steel Products Co., 926 Fisher bldg. **Adv. Agcy.**—Griswold-Eshelman Co., Cleveland 13, O. Kenyon Stevenson, acct. exec.

Z

ZACO LABORATORIES DIV., Zip Abrasive Co., 1360 W. 9th st., Cleveland 13, O. Valve grinding compounds, spray paints, rust preventative, break-in oils, shortstop ignition spray, penetrating oil. C. L. Safford jr., pres.; L. J. Eggenberger, secy.; J. Harris, works mgr.; Ralph Bing, adv. mgr. **Det. Rep.**—Roy Baldwin Co., 15111 W. Nine Mile rd., Detroit 35, Mich. **Adv. Agcy.**—Ralph Bing Co., Frederick bldg., Cleveland, O.

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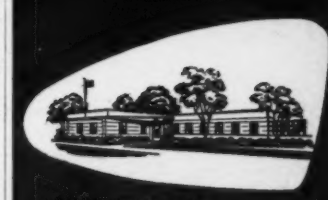
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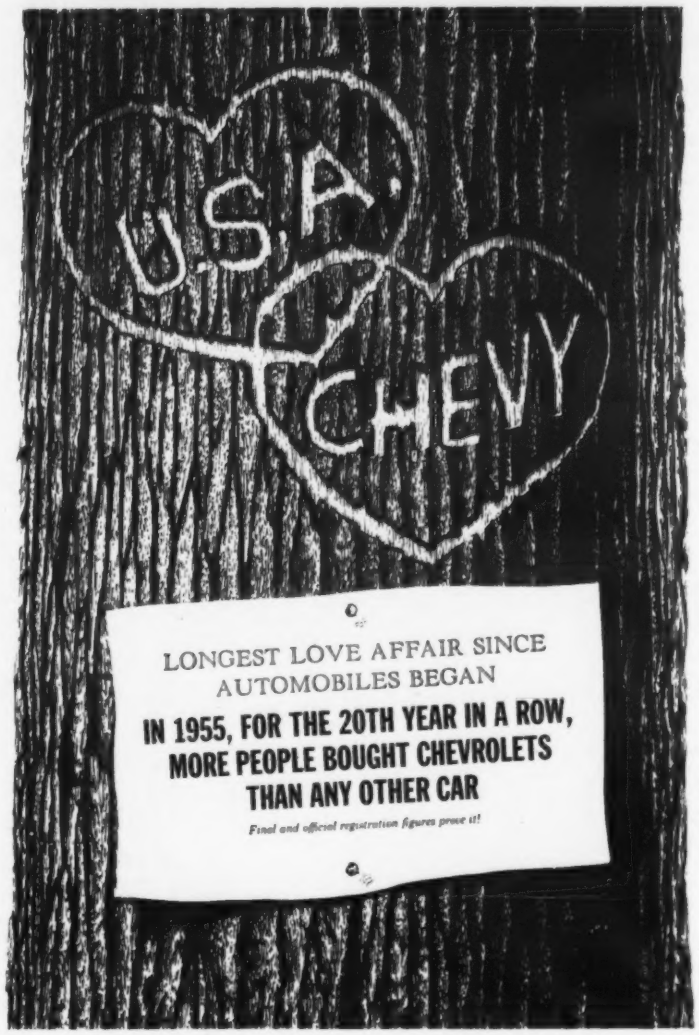

Now—over 2 million more people drive Chevrolets than any other car . . . and the hot one's even hotter in 1956!

Advertising Agency magazine, in commenting on this recent Chevrolet dealer ad, said, ". . . could have been a dull breast-beater. Instead . . . made them sound like nice people."

Chevrolet Division of General Motors, Detroit 2, Michigan CHEVROLET

What kind of advertising will keep business good for Chevrolet dealers?

Back in 1953, one of our people (he happens now to be president and chairman of the board) expressed some of our advertising convictions and viewpoints before a meeting of Chevrolet dealers. He said, in part:

> "We believe that advertising should not appear to the public to be born out of a 'panic'; that it does not have to resort to unnecessary giveaways or to unbelievable cut-rate approaches to be successful. Nor do we believe that it's necessary to quote prices designed to bring people into your showrooms but which can't be substantiated after the prospect comes into your place of business."

And then he went on to say:

> "We predict that the *distress merchandising* type of advertising will in the aggregate cause the public to be mistrustful and to wait for a better deal, and that in the long run it will defeat its purpose."

And finally he made this very significant statement:

> "We are interested only in the type of advertising that Chevrolet dealers, as the industry's leaders, can live *with* and live *up to* because in the final analysis that's the kind of advertising that will keep your business good over the longest period of time."

That's the kind of advertising we've believed in for years. That's the kind of advertising we believe in now.

And that's the kind of advertising we always will believe in.

CAMPBELL-EWALD ***Advertising*** Detroit • New York • Chicago • Los Angeles • Hollywood San Francisco • Washington • Atlanta • Dallas • Kansas City

Who's Who Listings Indexed by Products

Designed as a time-saver for readers, the following Product Index was compiled solely from the "Who's Who" lists supplied by manufacturers. It is not presented as a complete product listing of all manufacturers, and any errors or omissions will be corrected in later issues of the Almanac.

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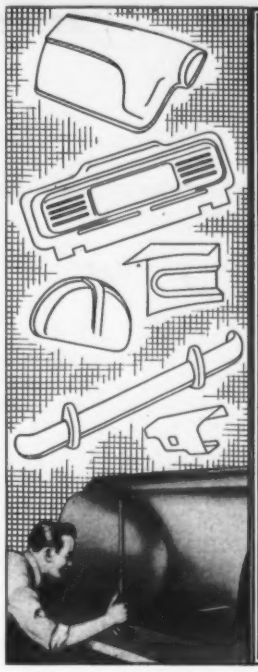
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In **1900**—The old time mixing valve was replaced by MARVEL CARBURETORS.

In **1903**—The Spur type Differential was introduced by WARNER GEAR. Radiators made of copper tubing with attached cooling fins introduced by LONG.

In **1913**—The Single Plate Clutch was developed by BORG & BECK and Silent Timing Chains were introduced by MORSE CHAIN.

In **1916**—Universal Joints were developed by MECHANICS.

In **1921**—First standard type Transmissions were introduced by WARNER GEAR.

In **1922**—Double Plate Clutches were introduced by LONG.

In **1923**—Multiple Spring Clutches developed by ROCKFORD.

In **1924**—Vibration Dampening Flexible Center Clutches introduced by BORG & BECK.

In **1930**—Transmission Synchronizer Units for cars and trucks produced by WARNER GEAR.

In **1931**—Roller Bearing Universal Joints introduced by MECHANICS. Free Wheeling offered to the industry by WARNER GEAR. Tapered Steel Discs for truck wheels were developed by INGERSOLL.

In **1934**—Automatic Overdrives for transmissions were introduced by WARNER GEAR.

In **1938**—Borglite and Torbend Clutch Plates were introduced by BORG & BECK, LONG, and ROCKFORD.

In **1939**—Ty-Ply Rubber-to-Metal Bonding material developed by MARBON.

In **1949**—Automatic Transmissions for passenger cars perfected by DETROIT GEAR and WARNER GEAR.

In **1952**—MARVEL-SCHEBLER introduced Power Chambers and Hydraulic Power Units for trucks and trailers; LPG Carburetion Systems for trucks, tractors, buses, taxis and stationary engines.

In **1953**—Automatic Transmissions for trucks produced by WARNER GEAR and DETROIT GEAR.

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